

# *Southern* **BUILDING SUPPLIES**

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



## **TRAINS NEW EMPLOYEES 12 MONTHS FOR START**



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**SPECIAL: Better Check on Employee Pay Ceiling**

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10,000 COPIES THIS YEAR

# Behind the screens ..MIAMI AWNING WINDOW

## BEHIND THE SCREENS

of some of the Nation's  
finest installations, is the  
all-aluminum Miami  
Awning Window... Accepted  
and Specified by Architects,  
Builders and Home Owners  
the country over.

- **PATENTED**, concealed cross-shaft  
joins panels into a smooth-working unit  
by equalizing weight on vent pivots.
- **NO WEATHERSTRIPPING NEEDED**  
... Flanged vents seal shut through  
double metal contact.
- **EXTRUDED ELASTO MERIC VINYL Weather-**  
stripping, if desired.

For Homes, Apartments, Hotels, Churches,  
Schools and Public Buildings.

For further information see Sweet's Arch. File  $\frac{17A}{8R}$

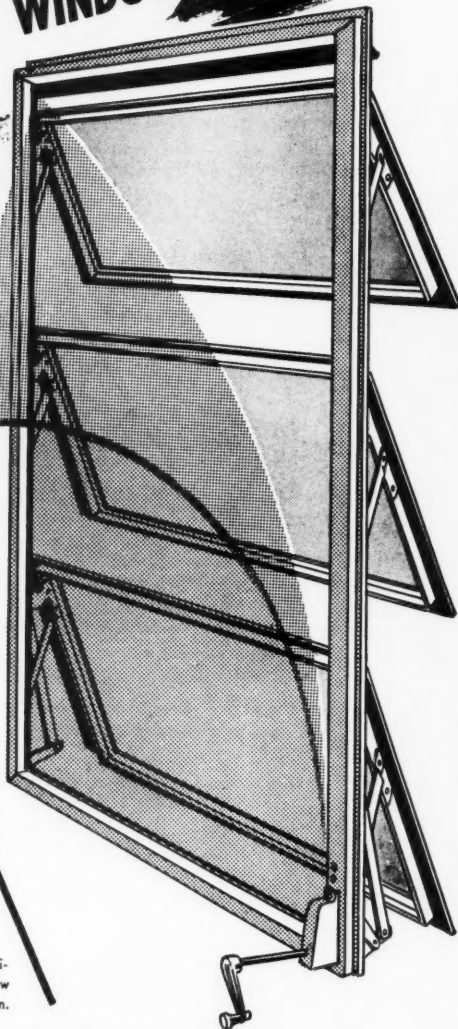
or Write **Miami Window Corp., Dept. SB,**  
5200 N.W. 37th Ave., Miami 42, Fla.

Ask about the new alumi-  
num picture window—a new  
concept in window design.

air infiltration tests passed at Pittsburgh Testing Labs.



UNIV. OF MIAMI  
ADMINISTRATION  
BLDG.



# Miami Awning Window

SOUTHERN BUILDING SUPPLIES is published monthly at 118 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga.  
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Number 10

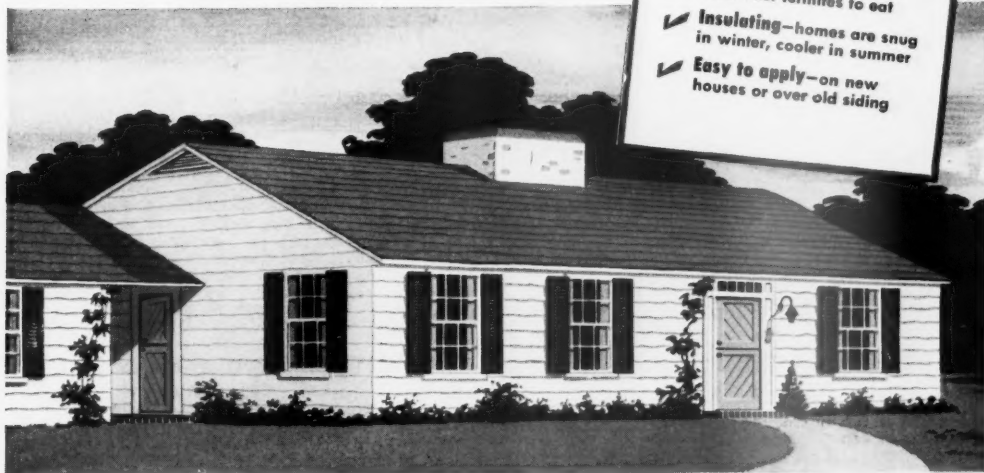


These are the features that make

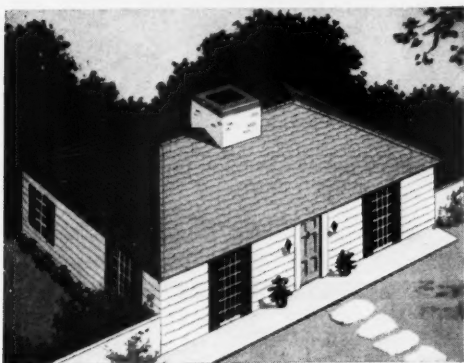
# ASBESTONE

## SIDING SHINGLES

sell quicker for you!



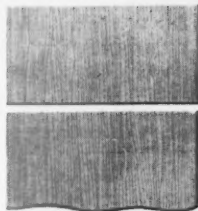
- ✓ Beautiful—adds distinction and value to any building
- ✓ Durable—lasts a lifetime
- ✓ Economical—moderate initial cost—practically no upkeep
- ✓ Fireproof—absolutely combustible
- ✓ Weatherproof—does not rot, rust or corrode
- ✓ Termitproof—no organic matter for termites to eat
- ✓ Insulating—homes are snug in winter, cooler in summer
- ✓ Easy to apply—on new houses or over old siding



### COLORS AND DESIGNS THAT SELL ON SIGHT!

- Deep woodgrain texture
- Straight or wavy edge

4 Popular home Colors—  
Gray, Greentone Blend,  
Bufftone Blend, White.



### More and more Beautiful Homes have ASBESTONE Roofing Shingles

DESIGNS AND FINISHES YOUR CUSTOMERS WANT!

Dutch Lap—Deep woodgrain finish

Hexagonal—Smooth finish

Early American Strip—Traditional wood-texture finish

### Modern! ASBESTONE Wallboard

For homes, stores, offices — For interior partitioning and exterior finishes . . . easy to install . . . fireproof . . . can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights — Corrugated Standard "400" and Economy "250".

### All Lifetime Products of



5300 Tchoupitoulas Street • New Orleans, Louisiana

Specialists in Asbestos-Cement  
Building Products for Over 25 Years

# MIRACLE



backed by powerful consumer advertising they can add many dollars to your present volume

**DESCRIPTION:** MIRACLE Tub-Caulk dries to a white glossy velvet-like waterproof finish within one hour on any surface. Does not yellow even under continued use of harsh scouring powders, grease, acids, or alkalis. Unlike conventional sealers it contains no lime, cement, plaster of paris, or drying oils . . . it is 100% resin. It will remain elastic, pliable, and sufficiently soft, expanding or contracting with the joint it seals.

**DESCRIPTION:** MIRACLE Black Magic ADHESIVE is not just "another glue." It is a heavy-bodied solvent-type mastic—black in color as the name implies—which sets without heat or pressure to a strong, lasting waterproof bond. Don't compare Black Magic to any transparent cements, pastes or glues now in your store. It is as different from these as day and night—both in properties and uses. Only Black Magic will do the job permanently—indoors or out.

## APPLICATIONS:

Use MIRACLE Tub-Caulk for filling cracks between bathtubs or sinks and walls.

Use MIRACLE Tub-Caulk between window or door frames and tile or plaster walls.

Use MIRACLE Tub-Caulk for sealing channels and mouldings which hold tileboard wherever dampness or moisture is a factor.

Use MIRACLE Tub-Caulk for waterproofing around shower stalls.



## APPLICATIONS FOR HOUSEHOLD USE:

Use MIRACLE Black Magic ADHESIVE to eliminate drilling—bonds soap dishes, towel racks, etc. direct to tile and other type walls.

Use MIRACLE Black Magic ADHESIVE to fasten rubber gaskets, strips, and bumpers on car doors, refrigerators, etc.

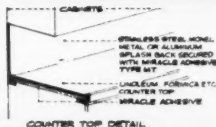
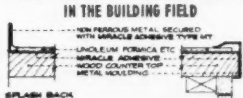
Use MIRACLE Black Magic ADHESIVE to replace loose tiles in walls, floors, mantels, tables, etc.

Use MIRACLE Black Magic ADHESIVE to act as a lock-washer or expansion bolt to keep bolts and nuts in place and to stop rattling.

Use MIRACLE Black Magic ADHESIVE to replace mirrors in compact—bond glass, etc.



## MIRACLE BLACK MAGIC ADHESIVE IN THE BUILDING FIELD



To bond door saddles and thresholds to concrete or metal floors—also to bond abrasive stair treads without necessity of drilling, use TYPE M.

To attach metal or plastic moulding to sink or counter tops—use TYPE M. To install linoleum on sinks and counter tops or in damp areas—use TYPE P.

To mount nameplates, paper towel dispensers, metal or clay tile—or metal sheeting for splash-backs and table tops, use TYPE M.

WRITE TO-DAY FOR A FREE SAMPLE OF NEW MIRACLE WALLBOARD CEMENT

214 EAST 53rd STREET • NEW YORK 22, N. Y.

REGISTERED BY MIRACLE ADHESIVES CORPORATION  
U.S. PATENT OFFICE



## MENGEL MAHOGANY *Flush* DOORS

# Cost Less Than Many Domestic Woods!

The Mengel Company is now able to offer you African *Mahogany* Flush Doors at prices actually *less* than you pay for *many* domestic woods!

Operating its own large logging concession and mill in the best Mahogany section of Africa, Mengel imports this King of Woods in tremendous volume. The savings of these large scale operations are passed on to you.

What's more, when you choose Mengel Mahogany Flush Doors, you're assured of finest construction, guaranteed by the world's largest manufacturer of hardwood products. Mengel Mahogany Flush Doors have been tested and proved in thousands of installations. *Better doors cannot be bought!*



Let us tell you about the extra quality, the extra luxury, the extra *value* of Mengel Flush Doors in genuine *Mahogany*! Mail the coupon for complete information.

The Mengel Company . . . America's largest manufacturers of hardwood products • growers and processors of timber • manufacturers of fine furniture • veneers • plywood • flush doors • corrugated containers • kitchen cabinets and wall closets

#### THE MENGEL COMPANY

Plywood Division, Louisville 1, Ky.

Gentlemen: Please send me full information on Mengel Mahogany Flush Doors—both Hollow Core and Stabilized Solid Core.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# INSULITE® Leadership in Toledo...

Survey shows **MORE BUILDERS PREFER INSULITE**  
than any other brand of Insulating Sheathing

*"Bildrite® saves us \$100<sup>00</sup>  
per job...and gives us  
the best sheathing!"*

Snyder-Adler-Bartley Construction Company  
Toledo, Ohio



EARL S. SNYDER



HUGH J. BARTLEY

More Toledo builders prefer INSULITE BILDRITE SHEATHING than any other brand, according to a recent impartial survey. And the survey also showed many of these builders saving approximately \$100 per job—just by using BILDRITE SHEATHING. Here's how the Snyder-Adler-Bartley Construction Company explains it:

"Gentlemen:

We're saving approximately \$100 on every house we build—just by using INSULITE BILDRITE SHEATHING instead of wood sheathing. So far this year we've saved well over \$1,000.

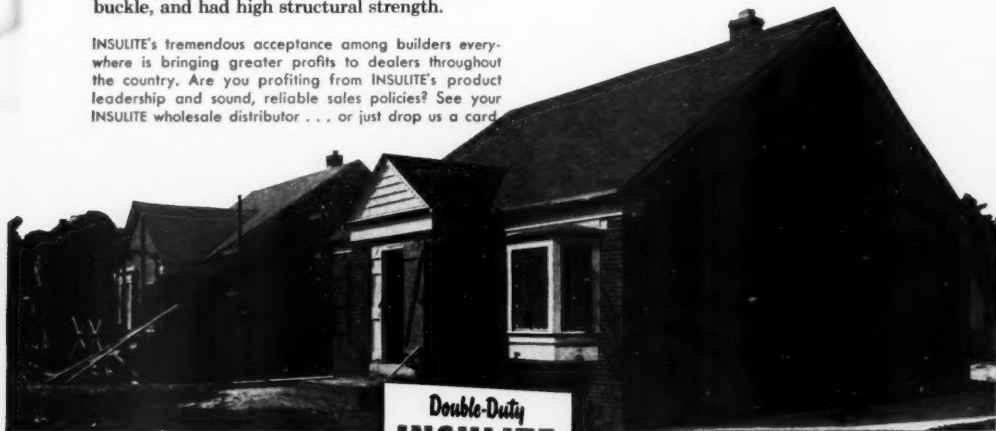
But most important is the fact that BILDRITE gives us the best sheathing, in addition to saving us money. We originally chose BILDRITE because of its outstanding weather-resistance. Continued use proved it was not harmed by long exposure to the weather, did not warp or buckle, and had high structural strength.

INSULITE's tremendous acceptance among builders everywhere is bringing greater profits to dealers throughout the country. Are you profiting from INSULITE's product leadership and sound, reliable sales policies? See your INSULITE wholesale distributor . . . or just drop us a card.

Our carpenters like BILDRITE SHEATHING because it's clean to handle, does not foul up their saws, cuts easily, and applies quickly. Our houses sell easier, too, when we tell our customers how BILDRITE will cut their fuel costs by giving them greater insulation.

Very truly yours,

Earl S. Snyder  
Hugh J. Bartley  
SNYDER-ADLER-BARTLEY  
CONSTRUCTION COMPANY"



INSULITE DIVISION

MINNESOTA AND ONTARIO PAPER COMPANY

Double-Duty  
**INSULITE**

✓ BUILDS ✓ INSULATES



MINNEAPOLIS 2, MINNESOTA

10-51

## FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Below

# PRINTED HELPS

**2. Prefabricated Homes.** Mimeographed sheets give dealership data on franchises, deliveries, terms, and dealer responsibilities for Knox Homes. Other folders give construction data, describe and show pictures of the various house models. The Knox Corporation, Thomson, Ga.

**4. Plastic Finish Wallboard.** Data sheet gives complete details on color, sizes, and methods of packing and applying Superlite Predecorated Panelboard with durable baked-on finish. Accessories and dealer sales helps are described. The Superior Wall Products Company, 4401 N. American Street, Philadelphia 40, Pa.

**10. Access Door.** Attractive folder tells how easily new Coffman all-steel access door is installed. It fully describes this FHA-approved assembled unit. The R. G. Coffman Company, Inc., P. O. Box 1113, Orlando, Fla.

**12. Installment Financing.** Concise new handbook and guide explains system based on FHA Title I and regular ABC supplementary plan of financing home improvements and repairs. Allied Building Credits, Inc., P. O. Box 3426, Terminal Annex, Los Angeles 54, Calif.

**14. Ventilating Fans.** New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris Street N. W., Atlanta 3, Georgia.

**16. Maple Flooring.** Six new folders are available on The "Thrifty Third" of Hard Maple and Birch; Where Second Grade Means Excellent; Northern Hard Maple Flooring; For Real Economy—Use Third Grade; Useful 1½-Inch Face Width; Finishing Northern Hard Maple the MFMA Way. The Maple Flooring Manufacturers Association, Pure Oil Building, 35 East Wacker Drive, Chicago, Ill.

**18. Exterior Plywood.** "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

**20. Stained Shingles and Shakes—** five new folders give detailed application instructions for stained shingles, processed shakes, hand-splits,

and tapersplits. Full colors are shown. The Colonial Cedar Company, 600 West Nickerson St., Seattle 99, Wash.

**24. No-Draft Sash Balances.** Illustrated folder shows how these spring-operated sash balances save time in building, assure easy window opening, and weatherstrip windows. Master Metal Strip, Inc., 1721 N. Kilbourn Avenue, Chicago 39, Ill.

**26. Structural Glass.** "Glass For Construction" gives characteristics and uses of Libbey-Owens-Ford structural glass. Architects' file sheets for 1951 are available. The Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

**28. Protective Paper.** Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

**30. Flush Doors.** An eight-page catalog gives details of design and construction of Mengel hollow-core and solid-core flush doors. Included are complete specifications, sizes, weights, and face species. Plywood Division, The Mengel Company, Louisville 1, Ky.

**32. Thrif-T Woodwork.** Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for windows, casements, exterior and in-

terior doors, china cases, wardrobes, mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

**34. Aluminum Sink Frames.** Four-color folder gives complete instructions for installing Trimedge extruded aluminum sink frames. Imprinted with the dealer's name, the folder is an appropriate self-mailer. Trimedge, Inc., 4021 Mahoning Avenue, Youngstown 1, Ohio.

**36. Builders Hardware.** New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

**40. Ideal Millwork.** Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

**42. Metal Thresholds and Saddles.** Illustrated catalog No. 9 lists 38 types and designs of thresholds and saddles in aluminum and brass, and also a complete line of other metal weatherstrip material. Southern Metal Products Corporation, 921 Rayner Street, Memphis, Tenn.

**44. Material-Handling Equipment.** A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photographs. The Ross Carrier Company, Benton Harbor, Mich.

**46. Hollow-Core Doors.** Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

**48. Asphalt Shingles.** A new four-color folder for consumer distribution shows the interlocking windproof feature of Ruberoid Dbl-Coverage Tite-On shingles. When

### SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.  
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the October, 1951, issue of S'B'S with these key numbers: \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Firm \_\_\_\_\_

Mail Address \_\_\_\_\_

City, State \_\_\_\_\_





"I am sold on all  
PEE-GEE products"

H. R. BRYANT

PAINTING and DECORATING

Box 945

Truth or Consequences, New Mexico

September 20, 1950

Peaslee-Gaulbert Paint and Varnish Co.  
Louisville,  
Kentucky

Dear Sirs:

I feel it my duty to write your company regarding your great  
Sealkoatt and Flatkoatt combination.

I've been in the contracting business for thirty years  
and I can truthfully say that in all that time I've never  
worked a sealer so complete in hide, workability and  
true sealing on all surfaces. In fact, some of my customers  
have been fooled badly enough to think that the surface  
was finished when only the Sealkoatt had been applied. I use  
it very successfully in my enamel undercoat. No rropy effect  
and a perfect foundation for the enamel coat. As for  
Flatkoatt, I've never worked a flat that flows so freely and  
holds a solid color regardless of deep tones. In fact,  
I am sold on all Pee-Gee products.

Sincerely yours,

*H. R. Bryant*

H. R. Bryant

**That's customer  
satisfaction . . .**

**the kind  
that PEE-GEE  
dealers  
turn to  
profit!**

Mr. Bryant's letter is more than a handsome tribute  
to two Pee-Gee products. It typifies the long-  
standing and ever-growing response from the con-  
tractors in the field . . . whose income depends upon  
the kind of job they do for their customers.

Sealkoatt and Flatkoatt are great products . . .  
but no more so than all the rest of the top-quality  
Pee-Gee line—such as Onekoatt House Paint, One-

koatt Semi-Gloss and Onekoatt Enamels. And for  
the ever growing needs of color-minded customers,  
Pee-Gee offers dealers the Library of Colors and the  
new Flatkoatt Deep Tones!

We'd like to talk with you, man-to-man, about  
the profit advantages of handling the Pee-Gee line.  
Why not write now? Some  
dealerships are open.

**PEASLEE-GAULBERT** PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



held up to the light, this clever folder shows the double and triple coverage of the shingles. The Rubberoid Company, 500 Fifth Ave., New York 18, N. Y.

**50. SSIRCO Building Products.** Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Company, P. O. Box 1159, Savannah, Ga.

**54. Metal Building Products.** An illustrated pocket catalog shows the complete line of Leigh metal building products. Information is included on door canopies, window awnings, ventilators, ornamental shutters, package receivers, dust chutes, clothes chute doors, and flower boxes. Air Control Products, Inc., Coopersville, Mich.

**56. Fireplace Unit.** An eight-page circular describes advantages of Heatform, a heat-circulating fireplace. Other special literature sent to dealers. The Superior Fireplace Company, 601-V North Point Road, Baltimore 6, Md., or 1708-D East 15th Street, Los Angeles 21, Calif.

**58. Hinges. Other Hardware.** A 126-page catalog contains illustrations and specifications of some 3,000 types and sizes of Hager hinges, hasps, shelf brackets, mending plates, corner braces, and window hardware. C. Hager and Sons Manufacturing Company, 139 Victor Street, St. Louis 4, Mo.

**60. Clay Pipe and Specialties.** Attractive two-color booklet describes Oconee vitrified clay sewer pipe, fittings, flue, brick, drain tile, and structural specialties. The Oconee Clay Products Company, Milledgeville, Ga.

**62. Aluminum Casement Windows.** A 10-page, four-color catalog shows the complete line of Ualco Life-Time aluminum casement windows in standard and modular sizes. Drawings of installation details and suggested uses included. Advertising material is available to dealers. The Union Aluminum Company, Inc., Sheffield, Ala.

**64. Masonry Cement.** Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Company, Chattanooga Bank Building, Chattanooga 2, Tenn.

**66. Marlite Paneling.** The Marlite color folder—a "miniature catalog" for prospective customers—tells the complete story about these plastic-finished panels in wood and marble patterns. The complete range of colors is shown. Marsh Wall Products, Inc., Dover, Ohio.

**68. Plywood Catalog.** The handsome Weldwood catalog is profusely illustrated. Among the 66 products described are many new finishes and grades of plywoods. The United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y.

**70. Plastic-Faced Plywood.** Four-page folder with colored illustrations contains technical data and suggested uses for GPX, plastic-faced plywood, in residential and commercial construction. The Georgia-Pacific Plywood Company, Southern Finance Building, Augusta, Georgia.

**72. DeLuxe Tileboard.** Folders describe six distinctive patterns of Miratile deluxe tileboard and Miratile Leatherpanels, made of 1/4-inch Masonite tempered hardboard. The Tile Board Panel Division, Miratile Manufacturing Company, Inc., JS, 600 West 81st Street, Chicago 20, Ill.

**74. Aluminum Products.** A new eight-page catalog shows Reynolds Lifetime aluminum roofing, siding, reflective insulation, gutters, downspouts, built-up roofing, and casement windows. Reynolds Metals Company, 2036 South Ninth Street, Louisville 1, Ky.

**76. Insect Screen Guide.** Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

**78. Arm-Glaze Putty.** Folder explains the application of this bluish gray elastic compound for glazing windows. Millwork operators throughout nation are quoted as to its service and economy. The Armstrong Company, 4065 S. La Salle St., Chicago, Ill.

**80. Folding Stairway.** Slide-A-Fold disappearing attic stairways are presented in an attractive three-color folder. Specifications and installation data are included. The Craig Wood Products Company, Columbus, Ga.

**82. Bonding Plaster.** Two-color folder tells how Nu-Wall permanent bonding plaster can be used to replaster old or damaged walls at less cost. No chipping, roughing, or scratching is necessary before application. Small folder answers questions about this plaster. Nu-Wall Manufacturing Company, 923 N. 19th Street, Milwaukee 13, Wis.

**84. Fir Plywood.** "Picture Pretty" with Douglas Fir Plywood" contains many illustrations, some full color, of ways to dress up and remodel a home with this plywood. Sales story is included. The Douglas Fir Plywood Association, Tacoma 2, Wash.

**86. Wood Preservative.** Descriptive literature tells the story of treating lumber against termites and decay with Penta-Preservative and Penta WR. Actual photographs compare treated and non-treated woods and show how preservatives reduce swelling and checking. The Chapman Chemical Company, Memphis 3, Tenn.

**88. Asbestos-Cement Building Products.** Shingles and Wallboard: Full-color illustrated folders on "Century" Asbestos-Cement Roofing and Siding Shingles; also illustrated folders with application information on "Century" APAC Sheets. Write Keasbey & Mattison Company, Ambler, Pennsylvania.

**90. Gypsum Wallboard and Sheathing.** Certain-teed Products Corporation, Ardmore, Pennsylvania, has pub-

## PRINTED HELPS

(From page 5)

Order this FREE LITERATURE by filling in coupon on page 3 of this S'B'S, then mail

lished a new catalog covering its gypsum sheathing and wallboards, their advantages and uses. The 20-page book gives detailed instructions for applying sheathing and the various types of gypsum wallboard. It also describes in detail the laminated gypsum wallboard system and the fiber tape joint system used for treating joints between wallboard panels. A section of the catalog is also devoted to a description of the manufacture of gypsum wallboard and sheathing.

**92. Ornamental Iron.** Catalog sheets contain actual photographs of installations of various pieces and designs of Coffman stock ornamental ironwork. The Rail-O-Graph with chart for determining railing pitch for steps is included. Model number and prices are given for each model. The R. G. Coffman Company, Inc., P. O. Box 1113, Orlando, Fla.

**94. Ornamental Iron.** New 32-page catalog shows great variety of ornamental wrought iron for columns, brackets, cornices, railings, and other decorative pieces. It is filled with photographs of actual installations on homes. The Tennessee Fabricating Company, 1490 Grimes Street, Memphis, Tenn.

**96. GPX Plywood.** New consumer folder introduces trade character who epitomizes the toughness and smoothness of GPX plastic-faced plywood. Folder shows and describes construction, specifications, and four grades of this material. Thirteen popular uses are spotlighted in three colors. Georgia-Pacific Plywood Company, Augusta, Ga.

**98. Ideal Bathroom Cabinets.** Catalog shows cabinets in 17 designs and a wide range of sizes, including chrome-plated, fluorescent - lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

**100. Tension Screens.** Four color counter display sells the advantages of Keystone Aluminum Tension Screens, such as easier installation, lower cost, eye appeal and durability. Easy to follow installation sheets and consumer envelope stuffers are also available for distribution to retailers. Keystone Wire Cloth Company, South Ave., Hanover, Pa.

**102. Stanley Electric Tools Catalog.** A new 96 page catalog by Stanley Electric Tools, Division of The Stanley Works gives full descriptive information on the complete Stanley line of portable electric tools for working in wood or metal. Included are such typical items as Stanley Safety Saws, electric planes, portable routers, tool sharpening grinders, electric drills, and many others. Stanley Electric Tools, 300 Myrtle Street, New Britain, Conn.

**PRESTILE**  
more beautiful than ever



new  
smart

**Bevel Edge!**

Distinctive new scoring with sweeping shoulders  
— gives effect of 3-dimensional depth  
and charm!

Here's new beauty and smartness to attract  
your customers! Prestile's twelve style-right colors  
and four popular patterns offer countless variations  
for home decorating schemes.

Investigate Prestile now! Learn why Prestile's rep-  
utation for dependable quality and assured deliv-  
eries means more sales.

**PRESTILE**

DE LUXE TILE BOARD OF LASTING BEAUTY

WRITE!

Prestile Mfg. Co. • 5850 Ogden Ave. • Chicago 50, Ill.

Yes, we want to learn more about:

☐ Prestile De Luxe Tileboard ☐ PresTrim Aluminum Mouldings

Your Name.....

Clip this memo to your letterhead and mail today!

## Association Directory

Associations serving Building Supply Dealers in  
Southern and Southwestern states—and served  
by SOUTHERN BUILDING SUPPLIES

**Alabama Building Material Exchange**—519 Stallings Building,  
Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless.  
Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

**Arkansas Association of Lumber Dealers**—727 Pyramid Building,  
Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283.  
President: E. E. Bonsteel, Harrison, Ark.

**Carolina Lumber and Building Supply Association**—114 Builders  
Building, Charlotte, N. C. Secretary-Manager: E. M. Garner.  
Tel. 2-4921. President: J. C. Cauthen, Rock Hill, S. C.

**Florida Lumber and Millwork Association**—2218 Edgewater  
Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett.  
Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

**Kentucky Retail Lumber Dealers Association**—Knott Building,  
Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. Presi-  
dent: Sam Levy, 12th at Breckinridge, Louisville 10, Ky.

**Louisiana Building Material Dealers Association**—528 Florida  
Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball.  
Tel. 2-4080. President: Ruford H. Smith, Lafayette, La.

**Building Material Merchants of Georgia**—1050 Ponce de Leon  
Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel.  
Elgin 5329. President: W. R. Bedgood, Athens, Ga.

**Lumbermen's Association of Texas**—Second National Bank Build-  
ing, Houston 2, Tex. Executive Vice-President: Gene Ebersole.  
Tel. Preston 9157. President: W. B. Milstead, Houston, Tex.

**Middle Atlantic Lumbermen's Association**—1528 Walnut Street,  
Room 1123, Philadelphia 2, Pa. Executive Director: Robert A.  
Jones. Tel. PENNypacker 5-5377. President: Claude G. Ryan,  
Lancaster, Pa.

**Mississippi Retail Lumber Dealers Association**—650 South State  
Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons.  
Tel. 3-2077. President: R. C. Stockett, Jackson, Miss.

**National Retail Lumber Dealers Association**—302 Ring Building,  
18th and M Streets, N. W., Washington 6, D. C. Executive Vice-  
President: H. R. Northup. Tel. NAtional 6757. President:  
Clyde A. Fulton, Charlotte, Mich.

**Oklahoma Lumbermen's Association**—815 Leonhardt Building,  
Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel.  
7-0338. President: Paul Leonhard, Oklahoma City, Okla.

**Southern Sash and Door Jobbers Association**—209 Sterick  
Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gal-  
lagher, Jr. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

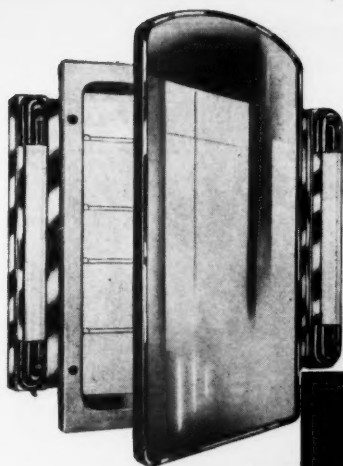
**Southern Wholesale Lumber Association**—McMillan Bank Build-  
ing, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel.  
3051. President: Arthur C. Bishop, Louisville, Ky.

**Southwestern Lumbermen's Association**—512 R. A. Long Build-  
ing, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel.  
Victor 2265-6. President: C. D. Burkholder, McPherson, Kan.

**Tennessee Building Material Association**—711 Broadway, N. E.,  
Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel.  
2-0185. President: Fleming Smith, Nashville, Tenn.

**Virginia Building Material Dealers Association**—3303 Monument  
Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell.  
Tel. 6-1749. President: L. R. O'Hara, Yorktown, Va.

**West Virginia Lumber and Builders Supply Dealers Association**—  
P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H.  
Diemer. Tel. 364. President: Charles Badger, Parkersburg.



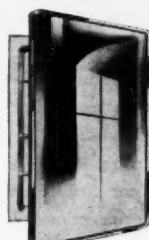
FLUORESCENT  
**LINCOLN PARK**  
SERIES 3-SIZES  
INCANDESCENT  
**"PARKWAY"**  
SERIES



DIE-CUT SHELF ADJUSTMENT  
NO INTERIOR PROJECTIONS  
BULB EDGE GLASS SHELVES  
PLATED SHELF SUPPORTS  
NO OPEN SEAMS  
NO OPEN SEAMS  
1 1/4" FRONT FLANGE  
TO PERMIT CENTERING  
OF CABINET IN RECESS  
OVER LAVATORY

DIE FORMED DOOR CON-  
FORMS TO SHAPE OF  
MIRROR TOP  
PANTYPE CUSHIONED DOOR  
SLIDE TRACK TYPE  
DOOR CHECK  
CHROMED  
TOOTH BRUSH RECESS  
CHROMED DOOR CATCH  
CHROMED BRASS  
PIANO TYPE HINGE  
ROUND  
CORNER FOR  
EASY CLEANING  
NO DIRT TRAPS

Sells on sight—Increase your profits with the deluxe medicine cabinet which features the automatic safety night light not found in other cabinets. Plate glass mirror in a stainless steel frame—convenient outlet plugs—adjustable shelves—tooth brush recess—"Plastek" enamel finish. Deep drawn seamless construction throughout—chromed piano type hinge—chromed light fixtures—ready to install. Investigate the NATCCO-MIRR-O-NETTE line today.



Model 1902-P  
Model 1902-W

Budgeteer cabinets No. 802-803 with beveled and engraved mirror increase your sales opportunities. Adjustable shelves, continuous hinge, razor blade disposal slot, tooth brush holder—one-piece deep drawn seamless construction. 16x24 and 18x26 plate mirrors.

Budgeteer cabinets No. 1902-P, plate glass, and 1902-W, window glass, are fast sellers. 16x22 mirror. Low-cost installation. Other features.



Model 802  
Model 803



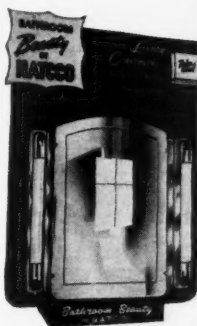
**NATIONAL  
STEEL CABINET CO.**

2415 N. Pulaski Rd.

Chicago 39, Ill.

### FREE DISPLAY

This beautiful display is available to authorized NATCCO jobbers and dealers. Ruggedly constructed. Finished in bright colors. Completely wired—just plug it in and watch your sales rise.



Please send me prices, catalog and complete information about getting Natcco's free display.

Name .....

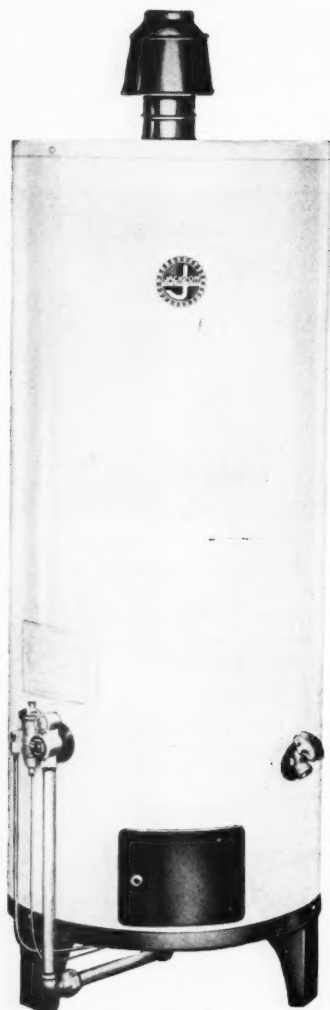
Address .....

City ..... State .....

**For Sales Action . . . Sell Jackson!**



*One of America's  
Leading Lines*



Approved by the  
American Gas Association

## So GOOD it carries a **10 YEAR** Guarantee

### **Jackson Automatic Gas Water Heaters Offer You Excellent Profits**

Jackson stands firmly behind you in guaranteeing its water heaters to home owners. So confident do we feel about the quality of materials and workmanship in our heaters that we guarantee them for a full ten years under our warranty and protections plan. This added sales feature makes these heaters sure-fire with home owners, offering you an important source of new business.



Phone, wire or write today  
for details on the Jackson  
products and franchise.

## **W. L. JACKSON MANUFACTURING COMPANY, INC.**

1222 E. 40th Street

Chattanooga, Tennessee

SALES REPRESENTATIVES

### **J. A. LLOYD FACTORY SALES AGENT**

Warehouse Stocks Carried

375 Whitehall St., S. W.  
Atlanta, Georgia  
Telephone WALnut 6248

2506 Lucena Street  
Charlotte, N. C.  
Telephone 5-8258

### **L. O. LEDFORD SALES AGENCY**

311 Chickamauga Avenue  
Rossville, Georgia  
Telephone 89-5554

### **GEORGE H. ANDERSON COMPANY**

P. O. Box 2235  
Memphis, Tennessee  
Telephone 9-2724



*So easy to stock it's hard to believe...*



*For Single or Multiple doors...  
with or without pockets*

- **No. 2680—For Plywood Doors**  
1 pair No. 2680-1 hangers • 2 filler plates  
3 adjustable track brackets No. 2680-5 • 1 section of  
No. T-2680 track — 70" long • 1 center floor guide No. 2680-9  
Shipping weight 5½ lbs. (with track)  
Shipping weight 2 lbs. (without track)
- **No. 2681—For Regular Doors up to 1½" thick**  
1 pair No. 2681-1 hangers • 2 adjustable track brackets  
No. 2680-5 • 1 rear track bracket No. 2680-6  
1 section of No. T-2680 track — 70" long • 1 jamb floor guide  
No. 2680-8 • 1 adjusting wrench for hangers  
Shipping weight 5½ lbs. (with track)  
Shipping weight 1½ lbs. (without track)
- **No. 2681-D (For By-passing Doors)**  
2 pair Hangers No. 2681-1 • 6 only Adj. Track Brackets  
2680-5 • 2 pieces Track T-2680 — 70" long  
2 only Center Floor Guides 2680-9 • 1 only Adjusting Wrench  
Shipping weight 11 lbs. (with track)  
Shipping weight 4 lbs. (without track)
- **No. 2682—For Plain, Glazed or Mirrored Doors up to 1½" thick**  
1 pair No. 2682-1 hangers • 2 adjustable track brackets  
No. 2680-5 • 1 rear track bracket No. 2680-6  
1 section of No. T-2680 track — 70" long • 1 jamb floor  
guide No. 2680-8 • 1 adjusting wrench for hangers  
Shipping weight 5½ lbs. (with track)  
Shipping weight 2 lbs. (without track)
- **No. 2682-D (For By-passing Doors)**  
2 pair Hangers 2682-1 • 4 only Adj. Track Brackets  
2680-5 • 2 pieces Track T-2680 — 70" long  
2 only Center Floor Guides 2680-9 • 1 only Adjustable Wrench  
Shipping weight 11½ lbs. (with track)  
Shipping weight 4½ lbs. (without track)

All sets are packed one in a box with screws and simplified direction  
sheet, again making the line easy to handle and  
stock. Track packed separately.

**STANLEY**  
Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

When you can satisfy the demands of all  
your customers for Sliding Door Hardware  
by stocking only five sets, you've got a line  
that's *easy to handle*. When that  
hardware has the acceptance the name  
"Stanley" enjoys with builders, you've got  
a line that's *easy to sell*.

Add to this national advertising, creating  
a demand for Stanley Interior Residential  
Sliding Door Hardware . . . influencing  
builders as well as home-owners, and you've  
got a line that's *hard to beat*—for  
turnover and profits.

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT

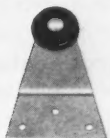
No. T2680 V-type Track



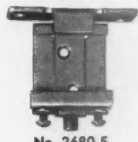
No. 2682-1  
Double Hanger



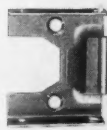
No. 2681-1 Hanger



No. 2680-1 Hanger



No. 2680-5  
Adjustable Track Bracket



No. 2680-6 End Bracket



No. 2686 Jamb Bolt



No. 2683 Door Edge Pull



No. 2689 Oval Pull



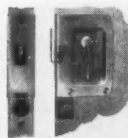
No. 1  
No. 2  
No. 2688 Door Pulls



No. 2694 Flush Pull



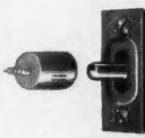
No. 2684 Flush Pull



No. 2687 Adjustable  
Latch (Unit Type)



No. 2680-9  
Center Floor Guide



No. 2680-10  
Converging Door Guides



# MUSTANG

## Granular ASBESTOS SHINGLES

**SOMETHING NEW**

**From TEXAS**

*Podner, you might as well face facts.* These new asbestos granular shingles in the popular MUSTANG colors: green, tan, coral, and blue, have sales appeal! Just latch onto a free sample of the new MUSTANG granular surfaced asbestos shingles and you'll see what we mean! Granular MUSTANGS are as permanent as granite, podner! The ceramic granules stay on the shingle, thanks to a special process which MUSTANG manufacturers have developed and which prevent the granules from rubbing off. And podner, talk about being popular, these four new MUSTANG colors are *tops* in siding colors! They were selected after a survey was made among architects, builders, and lumber dealers.

**GET THIS FREE DEAL, PODNER!**

**\* Remember,  
IT PAYS  
TO SELL  
MUSTANGS**

We're hankering to send you, Podner, a brand spankin' new sample board showing our six colors of MUSTANG asbestos shingles: granular green, tan, coral and blue—also white and dove gray. Just drop us a line and you'll get the specially constructed MUSTANG sample board that will actually help you make more sales of asbestos siding.

Drop us a line today, now, Podner—don't put it off. It means more shekles in your jeans.



107

## The ASBESTOS COMPANY of TEXAS

P. O. Box 1082



Houston 1, Texas

# Why BUILD CHIMNEYS THE SLOW HARD WAY

when you can

**CUT COSTS**

**SAVE TIME**

with

accepted  
proved

## Van-Packer PACKAGED CHIMNEY

Why hire somebody to build chimneys the expensive, old fashioned way when you can install Van-Packer yourself—saving time and money. And, your buyer gets a more efficient, longer-lasting chimney.

- You install Van-Packer at exact moment it suits you best
- Each package contains complete supplies—nothing else to buy
- Finish chimney installation in 3 hours or less
- Cut chimney cost from 20% to 50%—eliminate waiting and cleanup mess
- Accepted by FHA and national codes
- Proved fire-safe and efficient by Underwriters' Laboratories

**HOW DO I ORDER**—For exact quotation, take the H-L measurements shown in chimney diagram at left. State quantity of chimneys needed.

**WHERE DO I BUY IT**—See your lumber dealer, heating contractor or write direct to address below. You can count on prompt delivery.

**HOW DO I INSTALL IT**  
Install and level chimney base in floor or ceiling. Cement sections together. —apply draw bands. Fit housing to exact roof pitch. Set rain cap. You are all done in 3 man-hours or less.

## Van-Packer CORPORATION

CHICAGO 4, ILLINOIS

Also Manufactured and Distributed in Canada by C. A. McManis and Son, Ltd., Toronto, Ont.

A FEW OF THE MANY BUILDERS  
CUTTING COSTS WITH  
VAN-PACKER CHIMNEYS



Robert Bartlett Bldg. Corp.



H. B. Layne, Contractor



Strausman Construction Co.



Lawrence C. Pearce Co.



Private Homes, Inc.

# MILLIONS OF DOLLARS

*are being spent  
on roofing this year!*

## HOW MANY ARE YOU GETTING?

That depends largely on how actively you are going after this present rich market. For, even with building restrictions, it seems probable that this year will see some 800,000 or more new homes built.

But that's the smaller part by far of your profit picture! Consider the tremendous demand for the reroofing, maintenance, and repair of the *millions* of existing dwellings, farm buildings and non-residential structures. Line up with Barrett and get your share of this business.

Barrett puts you in touch with this rich market through its powerful, full-color, full-page national advertising in The Saturday Evening Post, through farm magazines, and through its unmatched sales-promotion program, which includes store and job signs, window and counter displays, direct mail and selling manuals, samples—in fact, everything you need to find prospects and close sales.

Get in touch with Barrett today. Ask for full information about the *complete* Barrett line, which includes special lock-type shingles as well as "conventional" designs. They are approved by Underwriters' Laboratories, and meet every requirement for superior roofing and reroofing at moderate cost—values your competitors just can't beat!



### THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.

1327 Erie Street, Birmingham 8, Ala.

36th & Gray's Ferry Ave., Philadelphia 46, Pa.

\*Reg. U. S. Pat. Off.

# More and More TENSULATE PERLITE



New Tensulate Perlite plant  
Tennessee Products & Chemical Corp.  
North Little Rock, Arkansas

FROM

**TENNESSEE**

**P**ACING the ever increasing demand for Tensulate Perlite, Tennessee has just put into operation another up-to-the-minute plant. This augments the production of modern lightweight plaster and concrete aggregate now being produced at the Tensulate Perlite Plant in Nashville, Tennessee. The new plant at North Little Rock, Arkansas, steps up output of Tensulate Perlite to meet faster delivery schedules in the growing markets throughout the South.

Tensulate Perlite, the natural white, lightweight aggregate that replaces sand in plaster and concrete, is about 1/10 the weight of sand. It resists cracking, can be nailed through, drilled and sawed without chipping or marring and has excellent insulating qualities.

The success of Tensulate Perlite speaks for itself. The supply is here for prompt deliveries and the fast growing demand insures rapid turnover and profitable sales. Order now.



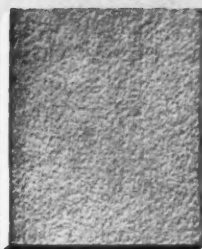
**TENNESSEE**  
**PRODUCTS & CHEMICAL**

*Corporation*

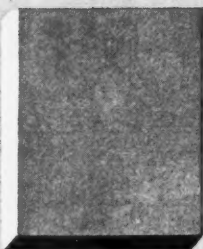
NASHVILLE, TENNESSEE



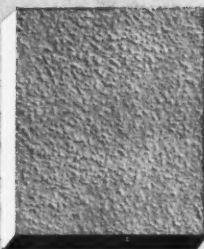




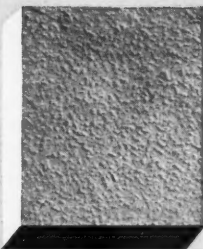
**BUCKSKIN READY BEND**  
1/10" pebbled wallboard especially useful in display work. 4' x 8' panels . . . 20 pieces per bundle.



**DUO-TONE**  
2-color 3/16" wallboard in 6 different color combinations. Four ply . . . 48" wide . . . 6 to 12 ft. long. 12 pieces per bundle.



**PERFECT-O-CELL**  
3/16" pebbled wallboard with extra sizing on both sides. Rich, cream color. 48" wide . . . standard lengths 6 to 12 ft.



**MAMMOTH**  
1/4" pebbled wallboard of great beauty and strength. 48" wide . . . standard lengths 6 to 12 ft. Bundles of 10.

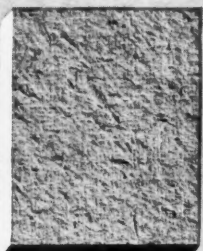


**ECONOMY**  
A lot of value at low cost. Smooth finish both sides. 4 ply 3/16" . . . 48" wide . . . 6 to 12 ft. long . . . 12 panels per bundle.

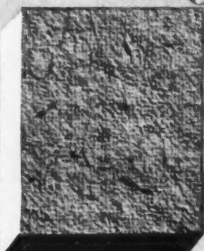
Which of these Fast-Selling  
**PLASTERGON WALLBOARDS**  
will your next customer want?



**EBONY**  
1/4" asphalted underlay board. 30" x 48" (100 sq. ft. per bundle). Also standard panels 48" wide, 4 to 12 ft. long.



**BUDGETAIRE**  
5/16" insulating board. Licorice root fibers. Factory painted one side. 48" wide . . . 6 to 12 ft. long . . . Bundles of 10.



**LOCKAIRE**  
1/2" insulating board. Licorice root fibers for greater strength. Factory painted one side. 48" wide . . . 6 to 12 ft. long . . .



**LOCKAIRE**  
1/2" and 25/32" Asphaltic board. 48" wide . . . 7 to 12 ft. long . . . Also v-joint panels 2' x 8'. 25/32 building boards.

## PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY  
P. O. Box 40, Station B, Buffalo, N. Y.

**Be prepared for any customer requirement with the most complete wallboard line available today**

Plastergon furnishes and you can sell boards of all types . . . pebbled, 2-colored, insulating aliphatic, underlay, and plain finish.

Plastergon furnishes at least one board in each of the following thicknesses . . . 1/10", 1/8", 3/16", 1/4", 5/16", 1/2", and 25/32".

Plastergon furnishes boards in a wide variety of sheet sizes . . . and in planks and ceiling tile as well.

Yes, Plastergon has the most complete line to help you meet *all* of your customers' needs. Write or phone today for full details.



“Waaaa, Waaaa, Waaaa, Waaaa, Waaaa, Waaaa”

Meaning: "Sure,

**EVERYTHING HINGES ON HAGER!"**\*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.  
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



®



Smart choice for roofing—

**"Century"**

**ASBESTOS-CEMENT SHINGLES**

**YOU'LL** make more sales more easily to every type of customer—home-owner, builder, contractor, roofer—if you give them these facts about "Century" Asbestos-Cement Roofing Shingles:

**SMART APPEARANCE** . . . the variety of attractive colors—Spanish Red, Surf Green, Gray Duoface, and Black—lets you satisfy every taste and architectural demand. Deep, weathered texture gives pleasing shadow effect. When a customer puts appearance first, recommend "Century" Shingles!

**SMART FOR PROTECTION** . . . Roofing of stone-like durability! "Century" Shingles resist fire and weather; can't be hurt by termites or rodents; will not rust or rot. If your customer wants a roof that will last the life of the house, recommend "Century" Shingles!

**SMART FOR ECONOMY** . . . Made of Asbestos and Cement—both non-

critical materials—"Century" Shingles are moderately priced. Special large surface area patterns are designed for quick, easy—therefore, inexpensive—application. And, because "Century" Shingles never need painting to preserve them, maintenance costs are negligible. For the customer who is cost-conscious, recommend "Century" Shingles!

**AND A "PLUS" FOR YOU!** To help you sell more "Century" Roofing Shingles, they are regularly advertised in such national publications as *TIME*, *COUNTRY GENTLEMAN*, *SUCCESSFUL FARMING*, *AMERICAN BUILDER*, *PRACTICAL BUILDER*, *AMERICAN ROOFER & SIDING CONTRACTOR*, *NATIONAL ROOFER*, and *MAGAZINE OF BUILDING*. This advertising, together with the strong story of a top-quality product, can help you build your business—increase your profits—with "Century" Asbestos-Cement Roofing Shingles. Write us for details.

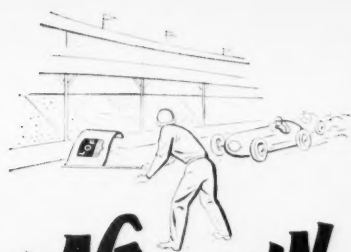


Modern residence roofed with No. 30 Black "Century" Asbestos-Cement Shingles.



**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA

*Original Manufacturers of Asbestos-Cement Shingles  
in this Country*



# FLAG 'EM DOWN

## for Extra Autumn Profits on Window Glass

You can cash in on this seasonal "plus" business. All it takes is a little personal promoting. First, get a set of these window streamers (we'll rush them to you, free), then put them up. They'll remind people it's time to replace broken panes, *now*—and that you're headquarters for L·O·F Window Glass, as fine as money can buy.

Of course, you'll want a display of L·O·F Window Glass and related items, too—glazing points, putty, putty knives. You'll need a good stock of the easy-cutting L·O·F Window Glass, with its famous, nationally advertised trade-mark. For advice on what quantities of the fastest selling sizes to stock, call your nearest L·O·F Distributor. And use the handy coupon, below, to get your streamers.



**LIBBEY · OWENS · FORD**

*a Great Name in* **GLASS**

**FREE!**



*Send for this  
set of streamers TODAY!*

LIBBEY-OWENS-FORD GLASS CO., 55101 NICHOLAS BUILDING, TOLEDO 3, OHIO

Please send me.....free sets of your three different Window Glass Streamers.

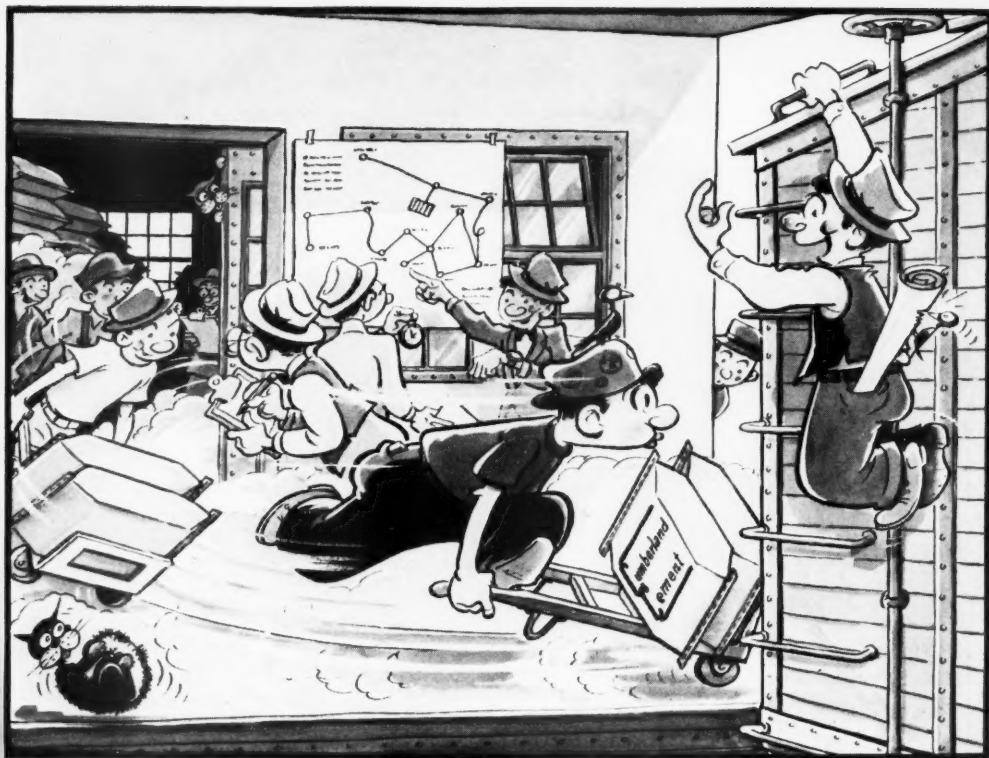
Company Name \_\_\_\_\_ (Please Print)

Street Address \_\_\_\_\_

City \_\_\_\_\_ Postal Zone \_\_\_\_\_ State \_\_\_\_\_

Ordered by \_\_\_\_\_

Your Glass Distributor \_\_\_\_\_



# No Loitering

You want action—you want fast, efficient delivery of your order of Cumberland Cements—and that's just what you get.

Our traffic experts are specialists at speeding your order to its destination. They've got railroad rates, routes and schedules right at their fingertips to help them send your cements off in the quickest, most

economical way. But getting the orders on the road isn't their only job. They'll follow those freight cars step by step—and if there's trouble, it's their worry, not yours.

Moving a carload of cement can be quite a problem. But it's a load that we at Cumberland gladly lift from your shoulders—at no extra cost to you.

*Cumberland*  
**PORTLAND CEMENT COMPANY**  
 Chattanooga Bank Building • • Chattanooga 2, Tenn.



*Portland — High Early Strength — Air Entraining — Masonry*



# Pouring swimming pools and reservoirs without forms!

**Now** the supreme workability  
of **NOVA-I.P.C ADMIX**  
makes it possible

Concrete is usually poured with 43 gallons of water to the cubic yard—for workability. Yet, in this ratio, the aggregates separate and the surface crazes.

When Nova-I.P.C Admix is used, the normal ratio is 23 gallons of water to the cubic yard. The results are: fewer pores, practically no capillarity, yet supreme workability.

The Admix lubricates the mass to the point where this exceedingly dry mixture can literally be molded into place—even on the sloping sides of a pool or reservoir. The end result is a nearly glass-like finish—and corrosion-proof concrete of high strength. The water stays in!

For cellars or pools, for concrete slabs or dams, for any porous masonry surface—wherever you want to keep water in or out—there are fully tested Nova-I.P.C products and methods available. We have the products, the know-how and the current case histories that will convince you. To get the full story, mail the coupon today!

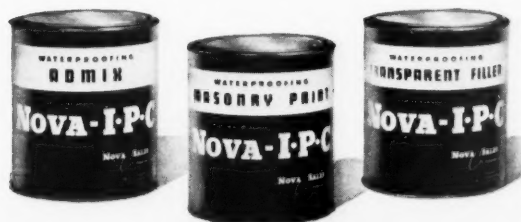


**NOVA SALES** Co. TRENTON 3, N. J.



« A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels;  $\frac{3}{8}$ " underlayment for  $\frac{1}{8}$ " linoleum and wall-to-wall carpeting;  $2\frac{1}{2}$ " weatherproof sheathing. »

Another group of **NOVASCO PRODUCTS**



**NOVA SALES CO., Trenton 3, N. J., Dept. 52**

Send full details on NOVA-I.P.C Products and Methods.

NAME.....

ADDRESS.....

CITY & ZONE.....STATE.....

My lumber dealer is.....



Now "TWO-AT-A-TIME"  
*Gold Bond Duplex Insulation Tile*

## **APPLIES FASTER!**

## **SELLS FASTER!**

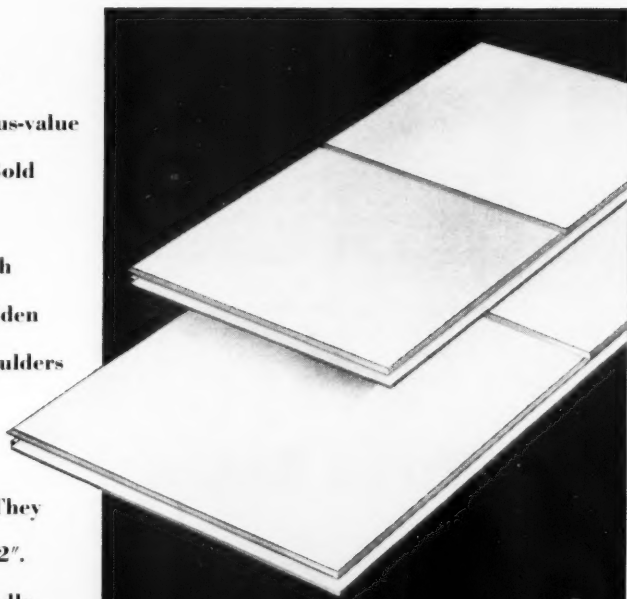
**S**MALL tile appearance at large tile application cost...that's the plus-value you can offer builders with new Gold Bond Duplex Insulation Tile!

It's a big selling point—along with other Gold Bond features like hidden expansion joints, self-aligning shoulders and cleanly-cut bevels. Duplex

Tiles are ivory coated, giving better than 80% light reflection. They come in sizes 12"x 24" and 16"x 32".

Your Gold Bond salesman will gladly demonstrate this new product.

Or write direct to Insulation Board Sales Department.



You'll build or  
remodel better with  
**Gold Bond**

**NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.**

*Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Wall Paint, Textures, Rock Wool Insulation, Metal Lath and Sound Control Products.*

# for

**LONG TIME ECONOMY IN  
SEWAGE AND WASTE DISPOSAL**

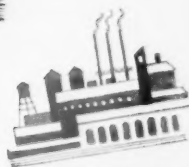
**HERE**



HOUSING



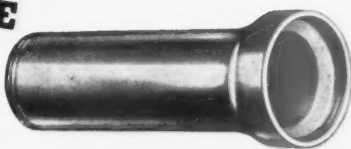
PUBLIC  
BUILDINGS



COMMERCIAL  
BUILDINGS

**USE**

**DEPENDABLE  
ALL-PURPOSE  
CLAY  
PIPE**



**BECAUSE  
IT NEVER  
WEARS OUT**

**TURN TO OCONEE TODAY  
FOR THE BEST IN CLAY**

Vitrified Clay Pipe—Salt Glazed Fittings—Refractory Flue Lining—Face  
Brick—Drain Tile—Burned Clay Specialties.

GO ALL THE WAY WITH OCONEE CLAY.

Ask for prices and delivery schedules. You profit when you tie to  
OCONEE'S quality and service.

**CONSOLIDATE YOUR ORDER WITH OCONEE**



Write for our attractive booklet

**"After 40 Years"**

Fully illustrated—A full line of  
OCONEE Clay Products.

# CLAY PIPE

**OCONEE CLAY PRODUCTS COMPANY**  
MILLEDGEVILLE, GEORGIA

# You Can See The Strength Of The PAINE REZO DOOR

TM. REGISTERED



## There's more for your money in this interlocked, interwoven, fully ventilated wood core

Do you judge construction with construction or compare price with price, overlooking the age-old maxim that you get only what you pay for?

Buying on a price basis, being willing to put up with unproved doors that are ill-conceived and poorly built may help you undersell competition — but it will lead later to recriminations and replacements. You sell genuine economy to your trade when you push the idea that the one best way to lower costs is to be certain that the **FIRST COST IS THE LAST COST.**

That proposition is *unconditionally guaranteed* in Paine Rezo doors — the originally patented hollow-core door time-proved since 1935 by over five million installations from coast to coast. No other manufacturer can point to such a record of service to the building industry, nor to any other door that provides an equal degree of *guaranteed satisfaction in performance.*

Write for a factual, well-illustrated data bulletin.

*Manufactured by the*

**PAINE LUMBER CO., LTD.** *Oshkosh  
Wisconsin*

ESTABLISHED 1853

Literally, you can see the strength of the Paine Rezo door — lighter than any door of its strength; stronger than any door of its weight. Chain ventilating channels to each cell absorb or discharge humidity uniformly; and the interlocked, cross-banded wood strips check any tendency to warp.

## BUILD HOMES NO ONE ELSE HAS



*The Eastwood*

Two bedroom home. Modern as this moment. Designed by Robison Heap noted contemporary architect

## build Peaseway Contemporary Homes

Be the first builder in your area to build the Peaseway "New-Design" Homes. They're New! Exciting! The first CONTEMPORARY DESIGN homes in the prefabricated field. They're the homes that fulfill the ever increasing demand for better indoor-outdoor living. They mark the beginning of a new era in home building.

These Peaseway "New-Design" Homes were created by such famous masters of contemporary design as Oscar Stonorov, Robison Heap, and Schwarz and West! They provide unsurpassed livability, quality and durability.

Write for the Peaseway Plan and learn how these homes can be yours to build on a franchise basis in your territory. Learn, too, about the complete line (8 different designs) of Peaseway Homes you can offer—ranging from a 2-bedroom home of 691 square feet to the most recent "NEW-DESIGN" home containing 4 bedrooms and 2 baths with 1410 square feet of floor space. Prices range from \$7,000 up. F.H.A. approved.

Many Peaseway franchise builder-erectors have found that the Peaseway plan has gained for them prominence and dominance in their market. Each franchise is a valuable property and enables you to build for any market including large private and public projects. We invite you to write . . . just a few lines on your letterhead—asking for the Peaseway Plan.

**Peaseway**  
Homes  
... first in better living.



*The Crestwood*

Three bedroom home for more and better living designed by Schwarz and West—A. I. A.



*The Archwood*

Four bedroom home. Another first in better housing by nationally known contemporary architect Oscar Stonorov—A.I.A.—A.I.P.

WRITE TO: ROOM 1023

**PEASE WOODWORK COMPANY**

CINCINNATI 23, OHIO

"In business in Cincinnati since 1893"



# EVERYBODY LIKES R-O-W Wood WINDOWS

*-they're removable!*



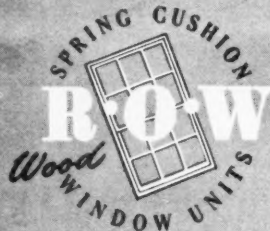
**EASY TO  
INSTALL!**

The carpenter, the painter, the housewife . . . all are enthusiastic about wonderful R-O-W Wood Window Units, the original completely weatherstripped removable window. Designed for flexibility, free action, good ventilation, more light and beauty, R-O-W Wood Windows are the answer when home builders ask for the best. People who work with R-O-W Wood Window Units praise them because they're so easy to

handle; thus save valuable time. Carpenters install them quickly, painters find them easy to work, and they're a real boon to housewives because they can be removed for better, faster cleaning. Yet, they fit snugly, are rattle-free and burglar proof. Ask for complete details.



**SO EASY TO  
CLEAN!**



MANUFACTURED BY

## DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

*Rocky Mount, Virginia*

MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

at  
last...  
the  
perfect  
sidewall  
material!

MORE YEARS  
FOR YOUR DOLLAR WITH  
**RUBEROID**  
BUILDING MATERIALS

**RUBEROID**

**DECORATOR-  
DESIGNED  
ASBESTOS**

# Color-Grained Siding

Yes, it's an all-time, all-star hit! Since its introduction last spring, dealers have found that Color-Grained Siding has revitalized their asbestos siding markets. Color-Grained Siding is made to order for today's demands. It makes the trend toward more colorful homes a practical reality, not only for new home buyers, but for owners of old homes as well.

Ruberoid Color-Grained Siding offers the textured beauty of wood shakes, combined with true decorator shades in a choice of four distinctive color combinations.

Here's a professional color styling that opens the door to greater volume in both new building and the re-siding business.

Here's the kind of real economy that meets the builders' needs under today's credit

restrictions . . . saves \$300 to \$700 on construction of the average small house.

Many builders and re-siding contractors are using "horsefeathers," underlay or lath to add a deep shadow-line to the textured beauty of Color-Grained Siding. The authentic shake textures and rich two-toned colors make it a natural for custom-built sidewalls.

**Remember, people don't buy re-siding. They have to be sold.** But, Color-Grained Siding, an exclusive new product, offers everything to make sales easy. You'll find it the finest looking asbestos siding you've ever sold. Get in on the initial market enthusiasm being generated in this revolutionary siding. Call your Ruberoid salesman, or write today for complete details about Color-Grained Siding.



The **RUBEROID** Co.

**EXECUTIVE OFFICES:** 500 Fifth Avenue, New York 18, N. Y.

Sales Offices: Baltimore, Md., Bound Brook, N. J., Chicago, Ill., Dallas, Texas, Erie, Penn., Minneapolis, Minn., Millis, Mass., Mobile, Ala.

# Silver Comet

## ONE COAT ALUMINUM PRESERVATIVE

**NO ASPHALT  
NO COAL TAR**



Dealers sell this easily applied and amazingly efficient and durable preservative for old and new roofs. It is a heavy solution of SCO-CO Cotton Seed Oil Gum (Cotton Rubber) and metal-flake Aluminum, materials impervious to exposure and weather. Contains no asphalt or coal-tar, and has low carbon and no dye content.

### CROSS-SECTION OF ROOFING

**INSULATES**



Economically insulates by radiation. Heat-rays literally bounce off its reflective surface. Yet Silver Comet Liquid Roofing has no objectionable glare.

**PRESERVES**



Preserves all asphalt-type roofs by sealing in the asphalt oils, preventing drying out and cracking . . . On metal (including sheet aluminum) or composition roofs (including shingles), Silver Comet protects against corrosion and decay.

**BEAUTIFIES**



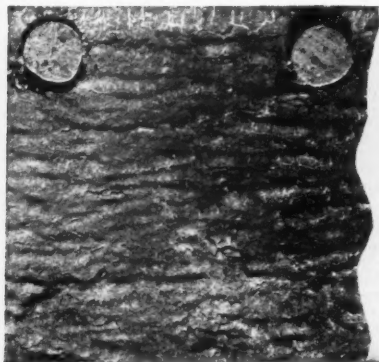
Silver Comet beautifies by hiding all signs of deterioration and corrosion under a smooth silver-like surface of subdued sheen. No objectionable glare.

**LONG LASTING**



Silver Comet contains no asphalt or coal-tar to crawl, harden or crack open. Its base is SCO-CO processed Cotton Seed Oil Gum (Cotton Rubber) which forms a tough, thick leather-like "skin" leaving the undercoat flexible and elastic. Because of the resulting inherent "stretch," Silver Comet withstands vibration, contraction and expansion. It gives without softening under the hot sun, or cracking when cold. IT STAYS PUT, smooth and impermeable.

Write for illustrated folder and dealer price list.



*after 9 years*

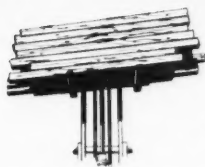
This close-up photograph shows an actual roof section, partly coated 9 years before. The unprotected area has deteriorated badly, but the SCO-CO treated area is still in excellent condition. **THIS PRODUCT REALLY DOES A JOB!**

**SOUTHPORT PAINT CO., Savannah, Ga.**



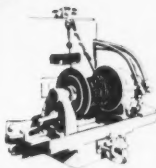
# any handling job in your yard costs less with **ROSS** SERIES 10 AND THESE ATTACHMENTS!

Few fork trucks will give you such cost-cutting performance the year around as Series 10. The Ross balanced-weight principle and big pneumatic tires enable Series 10 to keep operations clicking smoothly . . . rain or shine, summer or winter. Series 10 is full-hydraulic, gasoline powered. Three models . . . 8,000 lbs., 10,000 lbs. and 12,000 lbs. With Series 10 and these engineered-to-the-truck attachments you can handle practically any job in your yard . . . at a big saving.



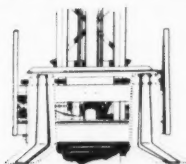
## POWER SLOPE PILER

Piles lumber on an angle to shed water and minimize degrading of lumber. Powered by double-acting hydraulic cylinder. Controlled from driver's seat.



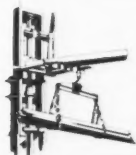
## HYDRAULIC WINCH

Enables fork truck to pull dry kilns, spot cars, skid heavy loads. Mounts on counterweight. Controlled from driver's seat. Line pulls to 6000 lbs. available. Furnished without cable.



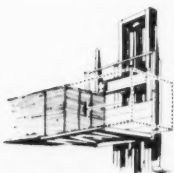
## TRAVERSE CARRIAGE

With a minimum of maneuvering, truck driver can place loads flush with other loads and walls. Saves time, permits full utilization of storage space. Hydraulic-powered. Forks individually adjustable for spacing.



## BOOMS

Permit fork truck to unload open-top cars and trucks, handle bulky, awkward items that cannot be handled with regular forks. Three types available. Quickly interchangeable with regular forks.



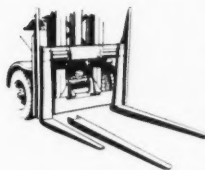
## HYDRAULIC BIN-LOADER

Permits conventional lumber bins to be loaded with a Series 10 Fork Truck. Doesn't interfere with normal fork truck operation. Easily detached and readily interchangeable with other attachments. Controlled from truck cab.



## SCOOPS

Speed handling of coal, gravel, sand and other bulk materials . . . also snow removal. Two types . . . mechanical, 2 cu. yds. and hydraulic, 2 1/2 cu. yds. Quickly interchangeable with regular forks.



## FORK EXTENSIONS

Fit over regular forks and permit handling of bulky, light loads. Available in lengths to suit requirements. Easily attached and detached. Hollow construction permits regular forks to be inserted by simply laying extensions on ground or floor and driving lift truck forward.

**MAIL  
THIS  
FOR  
FULL  
DETAILS**

**ROSS**

## THE ROSS CARRIER COMPANY

170 Miller St., Benton Harbor, Mich., U.S.A.

SEND DETAILS ON SERIES 10 FORK TRUCK AND ITS ATTACHMENTS

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# PRECISION MACHINING

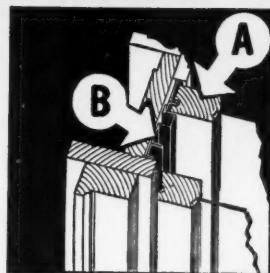
*- and what it stands for*

By "precision machining" we mean that each Thrif-T Frame and Window is carefully and accurately machined and cut to MASTER DIMENSIONS so that EACH PART WILL FIT PERFECTLY WITHOUT STOPPING (on the job) TO SAW, PLANE OFF, RIP, etc.

This accuracy feature is popular with carpenters. They know they can depend upon Thrif-T's unvarying machine work to achieve, quickly and without trouble, an assembly that will operate perfectly.

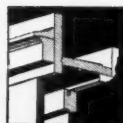
**Thrif-T WINDOW UNITS are TOXIC and WATER REPELLENT TREATED for LONG SERVICE LIFE.**

Sell TREATED and TIME-TESTED Thrif-T Window Units for PROVEN satisfactory service.



Sash "A" slides on full width, UNPAINTED metal weatherstrip "B" to insure free movement.

- FRAME COMES READY for EASY and FAST ASSEMBLY (NO SAWING OR PLANING)
- WIDE BLIND STOPS offer ADDED STRENGTH and MAKE FRAME EASIER TO SQUARE in WALL
- ONLY TWELVE MINUTES to INSTALL WINDOW
- WINDOW FITS FRAME in GOOD WEATHER and BAD
- WINDOW SLIDES on METAL — this, plus SUPERIOR BALANCES, MAKES Thrif-T the EASIEST of ALL WINDOWS to OPERATE
- TOXIC and WATER REPELLENT TREATED for LONG SERVICE LIFE



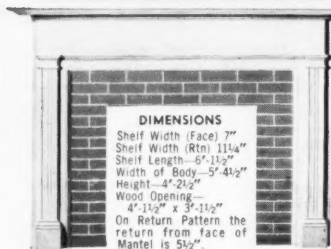
HEAD



SILL

*Another New Member of the Thrif-T Family*

## Thrif-T "8 in 1" MANTEL

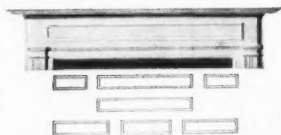


### DIMENSIONS

Shelf Width (Face) 7"  
Shelf Width (Rtn) 11 1/4"  
Shelf Length—6' 1 1/2"  
Width of Body—5' 4 1/2"  
Height—4' 2 1/2"  
Wood Opening—  
4' 1 1/2" x 3' 1 1/2"  
On Return Pattern the  
return from face of  
Mantel is 5 1/2".

Here's how—an attractive moulding, included in the shipment, may be applied in 4 or more ways as shown below—the Pilasters may be turned with plain side out. EASY?—8 or more charming designs to suit YOUR taste.

Thrif-T "8 in 1" Mantel is available in Face and Return patterns—Furnished in Ponderosa Pine in the white—set up as far as practicable—Carton Packed.



A few of the possible "8 in 1" designs are shown above

YOU will like it, too. The Thrif-T "8 in 1" Mantel is designed to fit most styles of architecture—even the later styles such as contemporary, ranch, etc. "8 in 1" means a choice of 8 designs SEEN and CHOSEN on the job.

## OTHER Thrif-T WOODWORK for the HOME

CARRIED IN STOCK

- |                                      |                             |                                    |
|--------------------------------------|-----------------------------|------------------------------------|
| Thrif-T PICTURE WINDOW UNITS         | "4 in 1" ENTRANCE FRAME     | MT. VERNON MANTEL                  |
| Thrif-T BAY WINDOW UNIT              | "10 in 1" ENTRANCE FRAME    | E-Z-UP OVERHEAD GARAGE DOOR UNIT   |
| Thrif-T DE LUXE PICTURE WINDOW UNITS | No. 1332 ATTIC LOUVE        | Thrif-T DISAPPEARING STAIRS        |
| Thrif-T TWIN KITCHEN CASEMENT UNITS  | Thrif-T WARDROBE            | Thrif-T TELEPHONE SHELF            |
| Thrif-T TRIM                         | No. 960-R CORNER CHINA CASE | Thrif-T BASEMENT UNIT              |
| Thrif-T RIBBON UNITS                 | Thrif-T TWIN CASEMENT UNITS | E-Z-UP-9 OVERHEAD GARAGE DOOR UNIT |

**Write for Complete Information**

**Name of the NEAREST Jobber Will be Sent to You on Request**

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer



# Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884



Sell the door that  
sells the house!

## Truline ALUMINUM DOORS AND FRAMES

The beauty, strength, durability, economy and ease of installation of TRULINE Doors and Frames have made it an overnight sensation in the building field. Home owners like its beauty, its strength, its permanence. Builders need only a screwdriver to install it. Architects know that it is the one door they can count on not to warp, sag, swell, shrink or splinter...that it lends itself admirably to any decorative scheme...that it actually helps sell the house. Its plus features are a high degree of fire resistance, sound-proofing and complete recoverability.

### Check these features

- Fast, easy installation...only a screwdriver needed. Install 10 in the time it takes to install 1 wood door and frame.
- No painting necessary. Beautiful smooth satin finish. If painting is desired, no priming coat is necessary.
- Phenolic impregnated honey-comb filler...highly resistant to fire, sound transmission, thermal transmission and vermin.
- Positive vise-grip frames...absorb wall deviations up to  $\frac{1}{4}$ " thickness and opening deviations up to  $\frac{3}{8}$ ". Heads & jambs allow installation after all rough work and painting has been completed.
- Available in all standard sizes for all types of residential and commercial construction.

TRULINE IS YOUR "DOOR-WAY" to PROFITS!



SEND  
COUPON  
for  
complete  
information  
NOW!

TRULINE DEVELOPMENTS, Dept. 4  
9155 Sunset Boulevard  
West Hollywood 46, California

Please send me complete information, specifications, prices etc., on TRULINE doors and frames.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



here's the fastest  
**"door opener"**  
 in the insulation business  
*and only*  
**Balsam-Wool**  
*has it!*

You are looking at one of the most powerful sales tools ever offered by an insulation manufacturer.

It swiftly opens home owners' doors to your salesmen—builds attic insulation profits *fast*—because it inspires complete buyer confidence.

It is the Balsam-Wool money-back guarantee of satisfaction. If the home owner is not fully satisfied with Balsam-Wool attic insulation, his money will be refunded—including the cost of installation.

Only Balsam-Wool offers this sweeping, all-embracing guarantee. Only Balsam-Wool can offer it.

Remember, too, that when you sell Balsam-Wool, your profits will never be undermined by outside "bargain store" competition.

Today—as for 29 years past—Balsam-Wool is sold by lumber dealers only. That's the Balsam-Wool lumber dealer policy which makes your profits *solid*. Wood Conversion Company, Dept. 131-101, First National Bank Bldg., St. Paul 1, Minn.



Here's another "convincer" for your salesmen—the Balsam-Wool "Dollar Disc." It offers actual proof that Balsam-Wool provides more in fuel savings—shows why lumber dealers prefer Balsam-Wool insulation 2 to 1—why contractors and builders prefer it 4 to 1. Ask your Wood Conversion Company fieldman about this handy sales-builder.



There's no other guarantee like this

**SOLD BY LUMBER DEALERS ONLY**

**Balsam-Wool\***  
 SEALED INSULATION

\*REG. U. S. PAT. OFF.



George H. Smith, Jr.,  
Illinois Local No. 21,  
a bricklayer since 1917

*"Like a duck's back..."*

Hardened mortar made with Marquette Masonry Cement just doesn't like water—and that's good. Water repellency like that means there's less chance of leakage in the joints, less chance for ugly staining of masonry surfaces. This protection against water is built right into the cement itself. It's part of the *extra* quality you get with Marquette Masonry Cement.

Strong, tight joints, as nearly waterproof as it is possible to make them, are one of the best reasons I know for using Marquette Masonry Cement. You get *better* jobs, in every way, every time.

**The 10 basic requirements of high quality masonry cement\***

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water Retention
9. Water Repellency ✓
10. Non-efflorescing

\*You get all 10 when you use Marquette!

**MARQUETTE *Masonry* CEMENT**



**Marquette Cement Manufacturing Company**

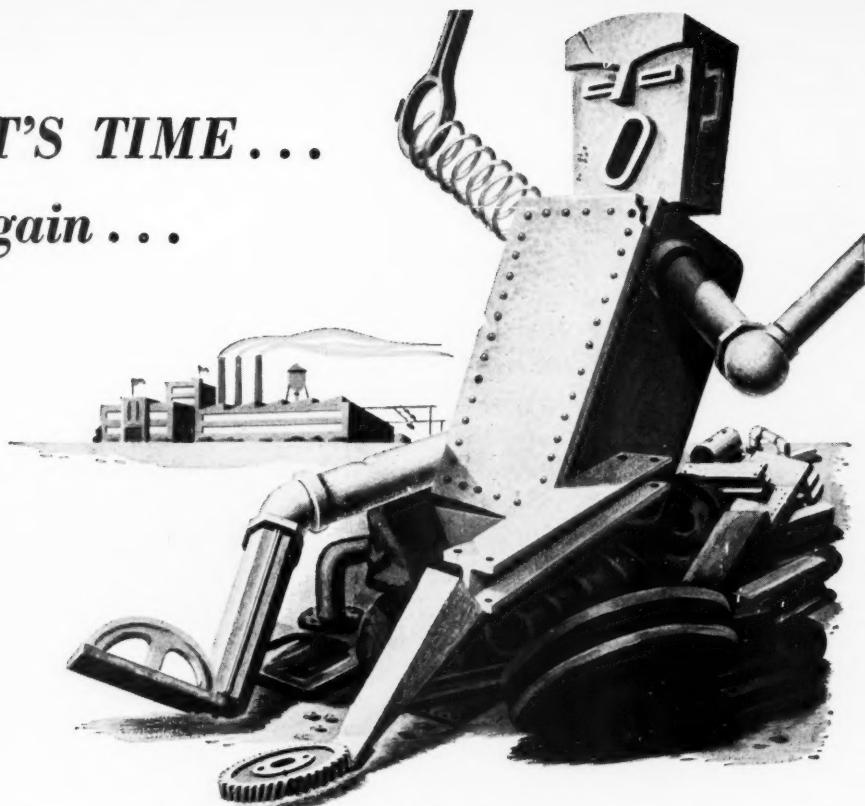
CHICAGO • ST. LOUIS • MEMPHIS • JACKSON, MISS.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Any quantity of Marquette Masonry Cement will be shipped in mixed carloads with other types of Marquette Cement



**IT'S TIME...**  
*again...*



## TO WAKE UP SCRAPPY!

Scrap's getting scarce again . . . compared to the amounts we need . . . and it's up to *all* of us to *help* produce enough steel.

107,000,000 tons of steel is the present rate of production in 1951 . . . 119,500,000 tons is expected in 1952.

Last year, 1950, we produced 97,800,000 tons.

All that extra steel—enough to take care of *both* military and civilian needs—calls for *more* scrap iron and steel.

### Scrap Inventories Are Alarmingly Low

While steel mills are producing at a greater rate than ever, scrap inventories have dwindled. Many mills are operating on a hand-to-mouth basis with shut-downs

threatened unless we furnish more scrap.

We *do* have the scrap. It's everywhere, not just in the form of *production* scrap—the "leavings" of machining, normally turned over to scrap dealers . . . but also in the form of *idle* metal: obsolete machines and tools, no-longer-usable jigs and fixtures, gears, chains, pulleys, valves, pipe, abandoned steel structures, etc.

We must have this *idle* metal to keep the furnaces running.

Please cooperate. Set up a Scrap Salvage Program in your plant—*now*. For a complete plan on "how to do it", write for booklet "Top Management: Your Program for Emergency Scrap Recovery". Address Advertising Council, 25 W. 45 Street, New York 19, N. Y.

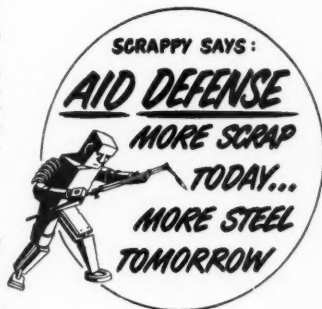
**NON-FERROUS SCRAP IS NEEDED, TOO!**

***This advertisement is a contribution, in the national interest, by***

**SOUTHERN BUILDING SUPPLIES**

### Why Do We Need Scrap?

Steel is made half from pig iron, half from scrap. With production on the increase, more scrap must be purchased. And it's up to you to "dig it out" and sell it.





# 30 Years *in the* Tall Timber



**APMI SALES WAREHOUSES:** 925 Toland St., San Francisco; 4814 Bengal St., Dallas; 4003 Coyle St., Houston; 4268 Utah St., St. Louis; 1026 Jay St., Charlotte, N. C.; 111 W. Welborn St., Greenville, S. C.; Eugene and Willamina, Oregon.

**The experience** of Associated Plywood Mills dates from 1921. That is a long time in the relatively young plywood industry—long enough to mark APMI as one of the pioneers in the development and growth of this important building product.

The rich, rain forests of Oregon yield the fine Douglas fir that comes to APMI mills. These mills are among the largest and most modern in the plywood industry. They produce quality exterior and interior panels that are grademarked and trademarked.

APMI plywood is available in major building and distribution areas. Your inquiries are welcomed at our general offices, or at APMI sales warehouses.

**ASSOCIATED**  
PLYWOOD MILLS, INC.

GENERAL OFFICES  
EUGENE, OREGON



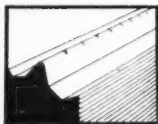
*Fencing Time  
is Profit Time!*

*With - -*  
**STAR STEEL FENCE POSTS**

Fencing time is PROFIT time . . . when you stock SSirco Star Steel Fence Posts! Designed by a farmer, Star Posts appeal to other farmers on sight . . . sell fast . . . give you a generous profit margin. They are easy to stock, too — require little storage space. The only posts we know of that NEST PERFECTLY. And the convenience of 15 SSirco Warehouses for OVERNIGHT DELIVERY or DRIVE-IN PICK-UP cuts inventory needs to a minimum.

- LOW COST                      ● STRONGER
- LONGER-LASTING            ● EASIER TO INSTALL

The new Star design is like no other on the market. It's stronger, longer lasting. No lugs, clips, ties . . . one straight wire locks ALL fencing wires from top to bottom . . . allows g-i-v-e under strain . . . makes stronger, longer lasting fences. And the cost is amazingly low. Write today or see your SSirco Representative for complete information about fast selling SSirco Star Steel Fence Posts.



**EASIER TO STORE—**  
Star posts nest snugly, require little space. And SSirco Overnight Delivery means minimum inventories.



**EASIER TO INSTALL**  
—No lugs, no staples, no ties. No holes to dig, wire secures fencing. Easy to move.



**STURDIER —** Up to 65% more ground bearing surface without anchor plates! Longer lasting — pre-painted, with water-proof asphalt underground.



**MORE SHOCK - ABSORBENT —** fencing can't loosen, yet has far greater G-I-V-E than with other posts. Practically eliminates broken fencing!



*Manufacturers & Distributors*

**SOUTHERN STATES**

**OVERNIGHT SERVICE FROM**

Savannah, Ga.      Albany, Ga.      Orlando, Fla.      Birmingham, Ala.  
Atlanta, Ga.      Augusta, Ga.      Tampa, Fla.      Jacksonville, Fla.

# SAVE *On the Job* TIME and MONEY

## Use SHAKERTOWN SIDEWALLS

to complete more homes faster  
under the most severe conditions



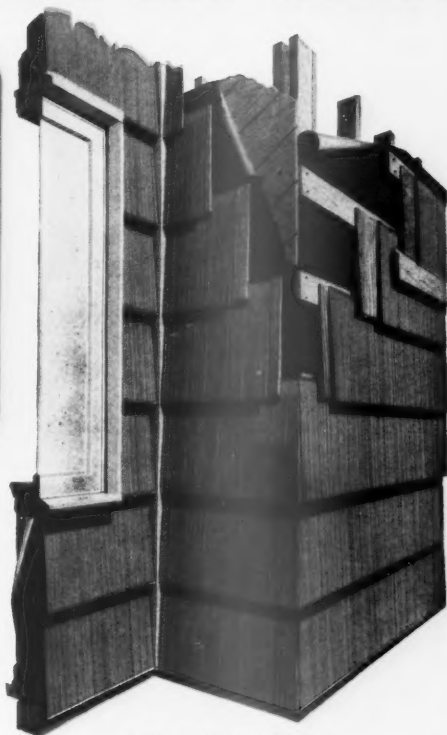
Double-coursed  
Shakertowns are easy  
to apply, provide wide  
range of distinctive  
styling.

**Weather** won't hold up construction—when you use Shakertown Sidewalls. These No. 1 cedar shingles are truly factory finished, require no further staining or painting on the job.

**Weather** often means delay on project homes—and costs mount quickly. Shakertowns are available in quantity. No skilled labor needed—a strip of ship-lap for nailing guide is the only "extra" in the way of equipment.

**Weather** demonstrates Shakertowns' inherent advantages. Cedar shingle exteriors have millions of tiny air cells—nature's perfect insulation—to provide homes that are warmer in winter, cooler in summer. Cost less for maintenance and upkeep, too.

**Get the SHAKERTOWN Facts!** If you have an important job coming up, why not find out how Shakertown Sidewalls can save you time and money—*increase your profits, too!* Write, wire or phone the address below—today.



### JOB-PROVED!

#### Make full use of these Shakertown Advantages

1. No staining or finishing on the job. Shakertowns come ready to apply.
2. Quick, easy application at low labor cost.
3. No scarce or critical materials required.
4. Wide range of colors and styling gives distinctive appearance.

*... Build with Shakertowns!*

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**THE PERMA PRODUCTS COMPANY**  
7001 Morgan Avenue Cleveland 27, Ohio

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HOME MAINTENANCE  
& IMPROVEMENT

## PROVED BEST BY LABORATORY TEST

Values shown below are from the Guide of the American Society of Heating and Ventilating Engineers. "k" factor indicates the amount of heat, expressed in B.T.U., transmitted through one square foot of a homogenous material one inch thick in one hour. The lower the "k" factor, the better the insulation.

Material	Wt. per cu. ft.	Insulating Value	"k" factor	Authority
Lo-"K" Cotton Insulating Batt	.875	.24		J. C. Peebles
Rock Wool—Loose Fill Type	10.0	.27		Bureau of Standards
Chemically treated wood fibers between sheets of paper	3.62	.25		J. C. Peebles
Glass Wool—Loose Fill Type	1.50	.27		J. C. Peebles
Stitched and Creped Expanding Fibrous Blanket	1.50	.27		J. C. Peebles

Lo-"K" Insulation actually gives your customers greater insulating value . . . any way you look at it. Lo-"K" has other advantages, too . . . for both you and your customers . . . advantages that build business and profits for you. Check the facts and figures . . . then send for prices and complete information on this better, more efficient insulation.

- ★ LIGHTER WEIGHT
- ★ LOWER APPLIED COST
- ★ FLAMEPROOFED
- ★ WON'T SETTLE OR SAG
- ★ MOISTURE AND VERMIN PROOFED
- ★ MORE EFFICIENT

INSULATION DIVISION  
**LOCKPORT COTTON BATting CO.**  
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# Leads All Sales

## Vital-Calcker



## NOW, MORE THAN EVER -- THE GREATEST HOME CALCKER VALUE

- 1 UNIVERSAL CARTRIDGE HOLDER** — New Design provides greater support — permits use of Fibre or Metal spouted cartridges.
- 2 PATENTED CARTRIDGE BAIL** — Locks cartridge in place, making a safe, rigid caulking unit.
- 3 HIGH LEVERAGE TRIGGER** — Gives a smooth easily controlled flow of compound.
- 4 CONTOUR HAND-FITTED GRIP** — New ease in caulking with larger, more comfortable handle.
- 5 POSITIVE RATCHET DRIVE** — Proven 2-dog action and quick release rod guarantee trouble-free service.

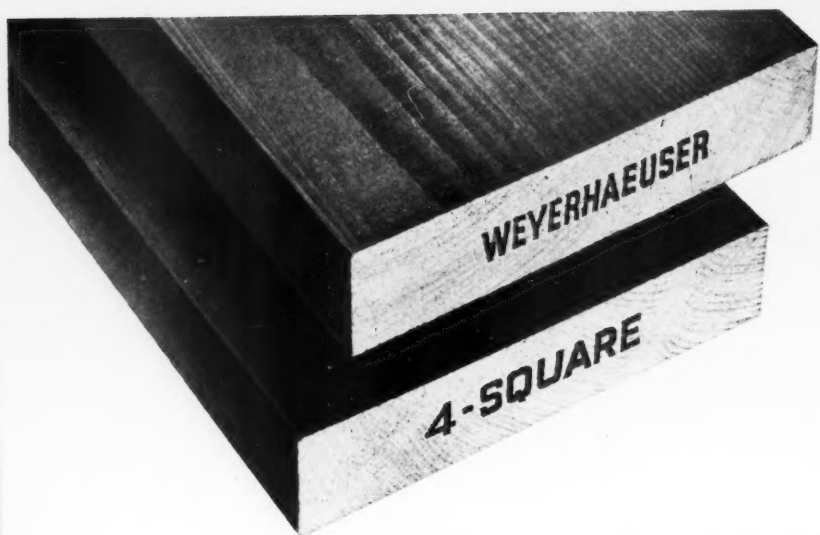
PACKED six or 12 to the case.

**Vital** introduced this Calcker with the already famous spouted cartridge in 1947 and it has consistently outsold all calcker combinations because it's built honestly to deliver and get results — brings the user back many times for more cartridges. Specify your caulk in Vital Made Cartridges to guarantee perfect fit.

We manufacture all caulk equipment except compound.

**Vital**

**PRODUCTS MANUFACTURING CO.**  
CLEVELAND 4, OHIO



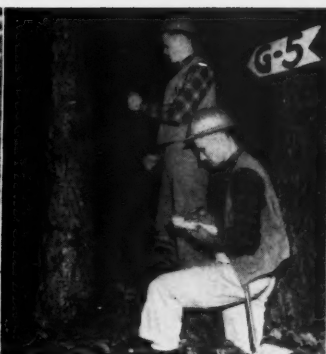
**THIS BRAND NAME ON LUMBER MEANS . . .**







Certified superseedlings get a strong, sturdy start in tree nursery before being transplanted.



Intensive research to make tree crops better is a never-ending task with Weyerhaeuser forestry experts.



Side by side, growth and death. Planned, scientific tree farming helps to prevent this needless waste.

## Good Lumber...*through* Scientific Harvesting

To the men of Weyerhaeuser, it is necessary to see BOTH the forest and the trees as part of the job of producing good quality lumber on a continuing basis.

Progressive forest management, as practiced by Weyerhaeuser, is based on a policy of permanent mill operations within prescribed timber areas. In this program, the timber harvest for each year is prudently scheduled.

There are two methods of harvesting mature timber . . . block logging and selective logging. Block logging is clear logging of mature trees. Islands of seed trees are left to re-seed the cutover blocks. This returns the land to productive utility with trees of uniform age.

In selective logging, certain trees are removed, leaving room for the development of young timber. The type of logging pursued depends upon the type and location of the forests involved. As a further means of re-stocking the forest lands, manual and mechanical planting of seedlings are employed where natural re-seeding does not take place.

Weyerhaeuser forest and mill practices have been constantly improved and modernized, always with the view

of increasing the forest yield, and obtaining more usable products out of every tree.

A continuous supply of better quality lumber for present and future needs is the program behind every piece of lumber bearing the brand name "Weyerhaeuser 4-Square".

*One of a series of advertisements defining the important factors contributing to the production of good lumber.*



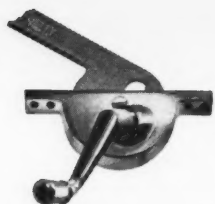
The Springfield, Oregon Mill

At mills located on the West Coast and Inland Empire, Weyerhaeuser 4-Square Lumber is produced in a range of products from Douglas Fir, Idaho White Pine, Ponderosa Pine, West Coast Hemlock, Western Red Cedar and related species.

## Weyerhaeuser 4-Square Lumber and Services

WEYERHAEUSER SALES COMPANY • ST. PAUL 1, MINNESOTA

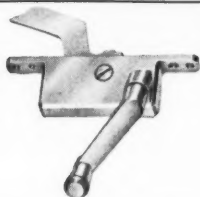
Getty  
operators  
are found  
on more  
casement  
windows  
than all  
other  
operators  
combined



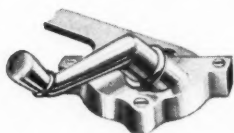
**Getty Operator 4703 AF** for intermediate metal casements. Its internal gear is an exclusive Getty feature.



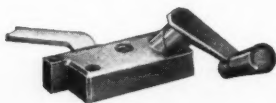
**Getty Operator 4706** for light metal casements. It is an externally geared, angle-drive operator.



**Getty Operator 4706H** is the only replacement operator for metal casements made. Its specially drilled holes accommodate nearly all metal casements, regardless of the type of operator being replaced.



**Getty Operator 4703 W** for intermediate wood casements. It features the exclusive internal gear.



**Getty Operator 4715** for wood casements. Ideal for new installations, casements without any hardware, or ones with stay bars or other obsolete hardware.



**Getty Operator 4700** Heavy Duty (reversible) for wood casements. It is a horizontal worm-and-gear operator—not handed.

H. S.

3348 NORTH 10th STREET



& CO., Inc.

PHILADELPHIA 40, PA.

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# Southern BUILDING SUPPLIES

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NATIONAL BUSINESS PUBLICATIONS



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## HUNTER Package Attic Fans



**EASY TO SELL**



Building material dealers are making real profits by selling Hunter's new Package Attic Fans. Every home builder, every home owner is a prospect. These modern fans give efficient home cooling at low cost, and are being used in homes in all price ranges. Quiet, powerful and dependable. Sales-making displays available for dealers.

**EASY TO INSTALL**



A big reason for the popularity of Hunter Package Fans is their simple and inexpensive installation. Fan, motor and suction box are all in one unit that requires only a ceiling opening in hallway and less than 18" clearance in the attic. Four models, from 4750 CFM to 9700 CFM—ratings certified.

**MAIL FOR CATALOG**

# Announcing

## "DIXIE-BOND"

### UREA PLASTIC RESIN GLUE

*"Another 'Dixie' Quality Product"*

**CALL ONE OF  
OUR SIX BIG  
CONVENIENT  
SERVICE CENTERS**



**D**IXIE-BOND — Waterproof — The Nation's best Urea Plastic Resin Glue. For the small glue consumer, Dixie-Bond powdered resin is the answer to your needs. It can be stored conveniently over relatively long periods with no loss in its potency provided the top of the container is kept securely closed. Remember, "Dixie-Bond" is a Waterproof, low cost glue.

#### CALL US FOR SERVICE

When you need quality products **PLUS** Service call your nearest Dixie Warehouse and get what you want, where you want it when you want it. Each Warehouse is keyed to the needs of dealers in the different distributing areas and offers you a complete line of Plywood products—Bradley Solid and Hollow, Core Doors — Bradley Hardwood Plywood — Consoweld Plastics — Plytex, Embossed Plywood and Douglas Fir. Call your nearest Dixie Warehouse for the best products at fair prices.

#### **Consolidate Your Buying**

Remember you'll save on all building materials by consolidating your buying. Let our Car or Truck Load Service help you save time, save on inventory and help you sell more profitably.

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P. O. BOX 106  
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**TAMPA, FLORIDA**  
201 SECOND AVENUE  
PHONE 4-1324

**HOUSTON, TEXAS**  
1921 FRANCIS ST.  
PHONE LINDEN 3010

## the BALANCE SHEET

**THE TENNESSEE** Building Material Association—under the “imagineering” leadership of Secretary-Manager R. O. (Bob) Brownlee and President Fleming Smith—is pioneering again in the field of business education for building-supply personnel! Only this time it is for Management instead of for the employee ranks.

In 1948 the Tennessee dealer organization, in cooperation with the University of Tennessee, set up a new kind of training program for personnel of member firms. For two quarters, a course in light construction and cost estimating was conducted at the university in Knoxville, and it was well attended by salesmen, shipping clerks, and estimators.

Realizing the great need of building-material company owners and managers to bring their business education up to date in this period of inflation and intense competition, the Tennessee Building Material Association has collaborated again with the University of Tennessee in setting up a different type of training course for management. It is a Management Clinic that will be held in Knoxville beginning November 27 and running for five days through December 1.

As announced by the University of Tennessee, the purpose of this Management Clinic is “to provide a medium whereby owners and managers of retail lumber and building material establishments may bring their business education up to date, and to furnish and accelerated program for those employees who have the ability to fill future managerial positions. It is not for the average employee but is for top-level men and others who have shown that they are capable of assuming responsibilities.”

Early in October indications were that applicants would be turned away since the class enrollment is limited to 50 persons. Enrollment is limited to one person per firm, with half the enrollment allotted to men and women outside Tennessee in surrounding states. The enrollment fee, which covers both tuition and dormitory room, is \$25. Applications should be rushed to the association, 711 Broadway, N. E., Knoxville 17, Tenn.

The curriculum is broken down under three general headings—business administration, marketing, and personnel. The subjects to be covered under each of these topics by outstanding men from industry and UT professors are:

**Business Administration**—business costs and related mark-ups; inventory control and turnover; credits and collections; records and financial statements; business law; business insurance; business financing during inflationary and deflationary periods; Federal controls and regulations.

**Marketing**—premises, location, and house-keeping; analysing potential customers in the new home, improvement, and farm markets;

advertising; displays and demonstrations; solicitations in person, by telephone, and with “packaged jobs”; cost estimates; plan service.

**Personnel**—recruiting and interviewing; indoctrination and inspiration; training in courtesy, product knowledge, and sales techniques; compensation and incentive; supervision and counseling.

Among the men from the industry who will cover one or more of these aspects of managing a modern retail building supply business are **Art Hood**, veteran merchandising exponent and editor; **Lee Bartholomew**, sales vice-president for the Southern States Iron Roofing Company; **Gates Ferguson**, advertising manager for the Celotex Corporation; **Henry Munnerlyn**, South Carolina lumber dealer-contractor and NRLDA committeeman; and **Edward H. Libbey**, secretary of the National Retail Lumber Dealers Association. Several other well-qualified industry lecturers were to be announced.

These men will collaborate with members of the University of Tennessee Department of Industrial Management in conducting the Management Clinic.

The persons who attend this unique Management Clinic and participate in its discussions conscientiously are bound to return home better able to cope with the dealer problems of the day, and to inspire their associates and personnel to do a more productive and fruitful job of serving their market for building materials.

### *“A Real Dealer Policy”*

“**TALKING SHOP**” with an alert young building material dealer at a recent Hoo-Hoo meeting, we happened to mention a chain wholesale distributor of building supplies.

“They’re fine folks to do business with,” he volunteered, “for they have a sales policy that really is fair to the retail dealer and is ethical all way ’round!”

As good as that firm’s policy may have been at the time, its officials were not satisfied that it was right—even for another year. And so the Southern States Iron Roofing Company early this month invited secretaries of the Southeastern dealer associations and trade magazine editors to visit Savannah, Georgia, where they were presented SSIRCO’s newly composed merchandising plan for 1952.

When a company as large and far-flung as the Southern States Iron Roofing Company feels that its dealer policy is important enough to re-examine annually, then the critic or observer of American business should be encouraged as to the procedure of private enterprise.





**it's new**

yes . . . a brand  
new pattern in  
prefinished tile-  
board.



**it's different**

a beautiful marble-  
ized pattern . . . with  
graceful, intriguing  
swirls in light tones  
over color.

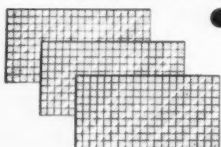
**it's exclusive  
with MIRATILE**

only Miratile makes  
this newest tileboard  
pattern . . . a devel-  
opment of Miratile  
chemistry research.

**it's the  
growing choice of  
today's tile buyers**

### **MIRATILE Marbleized Tileboard Features**

- Realistic true tile joint . . . the Miratile Wide-flare score line, a full 7/16" across.
- Five beautiful marbleized pastel colors . . . Spring Green, Dove Gray, Sunshine Yellow, Coral and Powder Blue.
- Easy to clean, tile-like surface. Thermalized baked-on plastic finish . . . resists dirt, moisture and steam. Non-fading, will not flake off, crack, or peel.



- Easy to handle and install. Supplied in standard 4' x 4', 4' x 6', and 4' x 8' panel sizes.

Yes, it's a fact. Consumer tastes have changed. Plain color tileboard is still popular, *but buyers today are changing to the swirled marbleized pattern . . . as proved by Miratile market surveys.* To meet today's new demands . . . to obtain your full share of tileboard profits . . . order the new Marbleized Pattern, now made only by Miratile. Recognized low tileboard prices are maintained.

To help you sell, we supply free of charge with each dealer first order, the complete Miratile merchandising kit . . . counter and window display, newspaper ad mats, color charts, and folders. The Miratile line is complete with all standard tileboard patterns and mouldings.

Write for Miratile Marbleized Tileboard samples and name of nearest distributor.

**MIRATILE MANUFACTURING COMPANY, INC.**

*Tileboard Panel Division*

8201 S. WALLACE

CHICAGO 20, ILLINOIS

DISTRIBUTOR TERRITORIES available. Sell the growing Miratile line with the new exclusive Marbleized Pattern.

# **Southern BUILDING SUPPLIES**

**Old firm stays young,  
grows strong, because it**

## **TRAINS 'EM TO SELL ETHICALLY**

**ETHICS** is a word that is heard often at association meetings. But it is seldom used in the yards or offices of building material dealers—particularly in the training of new personnel.

But this moral-packed word gets a strong play at the Jordan Lumber Company in Memphis, Tennessee, from the time a man is interviewed for a job and all through a year's intensive training in the sale and use of lumber and other building materials. By then President Herbert P. Jordan is assured that the new employee will uphold the fine business reputation of his firm and profitably contribute to its success.

When the brakes were removed

from construction at the end of World War II, the Jordan Lumber Company—like most other long-established dealers—had to hire additions and replacements for its yard, mill, and store personnel. Noting the job fickleness of many GI's and knowing the final cost of whipping an employee into profitable usefulness, Jordan and his vice-president and sales manager, H. R. Ford, worked out a training course through which they put all new recruits that appeared to be good prospects for building-supply merchandising.

Jordan and Ford co-authored an 85-page mimeographed manual, which they used in instructing new personnel in the history, policies,

H. R. Ford, who supervises the training of new personnel for the Jordan Lumber Company in Memphis, Tenn., explains to Charles Wright, a sales trainee, the usefulness of the screen-wire dispenser in photo above. On our cover this month Ford instructs this new employee in the use of the electric paint mixer.

merchandise, and functions of the Jordan Lumber Company. These and other Jordan executives took turns at evening meetings of employees to make sure they measured up to 50-year-old Jordan standards of ethical salesmanship.

The Jordan Lumber Company operates two retail yards in Memphis. The main office, store, and



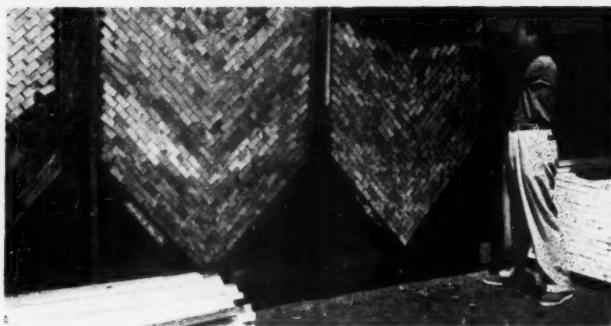
yard is at 2185 Lamar Avenue, on the airport highway. It was established in 1929 after the mode of delivery and shopping switched from animal-drawn to motor transportation. A branch yard is located at 1129 Florida Street.

Altogether, Jordan now employs 52 people. These include 17 in the yard and delivery operating department; nine in the mill; 12 in the office, and 14 in sales activities. Nineteen Negroes drive the trucks and work in the yard, and two Negro maids daily see that the offices and store are kept meticulously clean.

At the beginning of the training course, Jordan recalls the establishment of J. P. Jordan and Company in 1896 as the first retail yard in Memphis to specialize in dry lumber. Then he traces the company's progress under his father, Herbert P. Jordan, Sr., as the sole owner and general manager since the death of the founder in 1922 and until his father's demise in 1942.

Plaintively, young Jordan challenges newcomers with these words: "We shall be always in his debt for whatever success the future may hold, and we must at all costs hold high the banner of integrity and efficiency which he gave over to us when his hands could no longer serve."

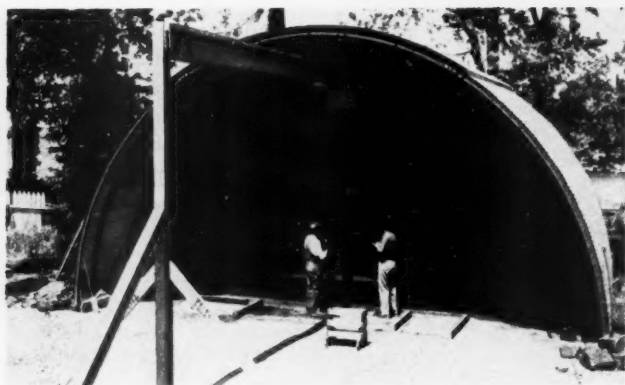
This is where President Jordan, Vice-President Ford, Operations Manager Robert Haynes, and Secretary-Treasurer Elizabeth Wilson bear down on ethics and customer (See SELL ETHICALLY page 101)



For 15 years now, the V-shaped bins in the lumber sheds of the Jordan Lumber Company at 2185 Lamar Avenue in Memphis have kept 2x4's straight and in order. Operations Manager Robert Haynes slides a straight piece out of a fast-emptying bin. All the bins are marked as to size, specie, and grade of lumber. Jordan boasts the largest retail lumber stock under cover in the Mid-South capital. Housekeeping is neat throughout both yards of this firm.



Above, President Herbert P. Jordan discusses the status of a lumber item in the Perpetual Inventory file in his private office with Miss Betty Jane Winstead, his secretary.



The Jordan Lumber Company last year installed a modern treating plant for the dipping of lumber. Here lumber is treated with pentachlorophenol against moisture, decay, insects, fungi. President Jordan consulted with chemists and engineers of the Chapman Chemical Company in working out the design of the treating plant, above, and the treating "prescriptions." A local advertising agency prepares compelling ads like that at right for frequent newspaper insertion.

**PENTA-PROTECTION**



PAYS OFF!

**Lumber Lasts Up to Four Times Longer When It Is Penta-Protected at Jordan!**

This amazing process protects lumber against moisture and decay, insects, termites, and other wood-boring insects. You are actually treated to wood that will last longer and require less maintenance. It adds little to the cost of your lumber and makes it worth the investment.

Buy Now on Easy Credit Terms

2185 Lamar  
Phone 4-6262

**Jordan**  
LUMBER COMPANY

1129 Florida  
Phone 9-1544

Ample Free Parking at Both Sales Offices

**This Maryland dealer  
gets more business with**

## *Localized* **ARCHITECTURE**



**THROUGH** the services of his staff, Fred P. Adkins, president of E. S. Adkins and Company in Salisbury, Maryland, has introduced a new concept of home-planning on the Eastern Shore of Maryland.

For designing homes that contribute more comfortable living and yet reflect the architectural beauty and spirit of early Maryland residences, and for his leadership in developing community facilities for a fuller and richer life, this building material dealer has won the acclaim of the citizens and the civic and business organizations he has served.

Sales members of the Adkins company, which has six branch lumber yards in addition to Salisbury headquarters, are all trained in draftsmanship. Fred Adkins sees to it that they learn how to draw up blueprints on the job. They are encouraged to steep themselves in the cultural heritage and arts of the region so that in planning and building a house, "much of the spirit of the designers of the early Maryland homes may be interpreted."

When a prospective home-owner comes in with unformulated ideas, clippings and pictures of what she would like in a house, Adkins' men sit down with her. Considering the limited budget and means she affords, they approximate the finest features of the old and new into a livable and beautiful home. Specifications and plans are submitted for her approval after study. When agreement is reached, a builder is called in.

Adkins pioneered in Eastern Maryland in bringing this kind of service to the public. He estimates that well over 50 per cent of their material sales is due largely to

this service. He elaborated on the training given young men who apply for employment.

Inexperienced, vaguely inquiring about selling, a high-school graduate recently approached Adkins for a job. "Have you ever drawn a house?" Adkins asked. "Do you think you would like to try sketching houses?"

The young man was eager to try. Whereupon Adkins placed him in front of a drawing board with four other draftsmen-salesmen who had developed from the same beginnings. From watching, talking, sketching, going out on customer conferences with experienced salesmen, the young man will gain adequate knowledge and skill within about one year to draw up competent plans for new homes.

An omnivorous reader and student himself, Adkins encour-

Although honored for his many civic services by being presented the Salisbury Award in 1942, Adkins has endeared himself to fellow citizens in the community through his help with planning homes, no matter how inexpensive. Here Adkins, left, goes over a suggested plan with a customer.

ages his young apprentices to go beyond this. The young apprentice is directed to observe in every way possible what "period" means in various locales—for old Colonial in New England is not the same as Old Colonial in Virginia or Maryland.

He is invited to study many Southern Colonial and Georgian residences of the Eastern Shore that are the product of Adkins' designing and building service. This becomes the doorway to further study of architectural design in the area, of other regions and countries, and in different ages.

The success of this approach of Adkins in the training of new re-



Adkins trains all his salesmen to be draftsmen, too. Here is the room where so many beautiful Eastern Shore homes have been planned, as well as many budget-priced bungalows. Three former Adkins trainees are now registered architects in Salisbury.



cruits to the building industry may be witnessed in Salisbury's three registered architects, who got their beginnings with Adkins in just this way.

Any of his four draftsmen-salesmen are capable of drawing up plans for homes, porches, kitchens, remodeled basements in to recreation rooms, making dry cellars out of damp ones. One is especially talented at remodeling and rebuilding old homes.

Another member of the staff is trained in the building trades' skills so that customers doing their own labor and wishing help in constructing their own homes may gain the benefit of his instruction and experience. During process of construction the home-builder is visited, given advice and assistance.

"It is difficult to confine all of one's thinking to business," Adkins once commented in explaining his civic activities. But to those who know this quiet, unassuming president of E. S. Adkins and Company, this is an understatement if there ever was one.

A quick glance at the many residences that he has helped to build might indicate that Adkins spent his time at his business, with no time for leisure left over. Yet Salisbury's citizens in 1942 agreed wholeheartedly to award him the Salisbury Award for "distinguished and unselfish service to the community."

Furthermore, this building material dealer was signally honored by the Middle Atlantic Lumbermen's Association, of which he has long been an active member, at its convention in Atlantic City last February. He was presented the group's 1951 "Civic Achievement Award" in recognition of a lifetime of distinguished service to his community.

Adkins saw the growing needs

that the developing region faced: a community center where the townspeople could hold their gatherings; a new hospital with the most modern medical facilities; better roads to promote wider communication and increased trade.

For the truck farmers of the Eastern Shore, whose limited home markets provided payment for their crops only at the end of the season, he wanted bigger city markets with payment on the spot.

For a better-informed citizenry, he wanted a daily newspaper.

A member of the Bethesda Methodist Church, Adkins was in the forefront in securing a beautiful new edifice for the worshippers.

Adkins' initial step for carrying through these projects was to organize a Chamber of Commerce. Its 50 members were placed on committees to cover the principal needs.

The results were a new hotel, new hospital, the first daily newspaper in Salisbury, better roads, and an auction block for farmers.

Adkins later was elected county commissioner and served Wicomico county for two years. He is a member of the board of trustees of Western Maryland College.

Born in Powellville, Maryland, the oldest of seven children, Adkins was reared on the Eastern Shore and grew up acquiring a knowledge of timber, cutting, planing, and finishing. He is carrying on the same progress started by his father and grandfather that brought change to the Eastern Shore.

In 1861 Stanton Adkins, grandfather of the present owners, added a sawmill to the gristmill he operated in Powellville. This was the foundation for the E. S. Adkins and Company. When his son, Elijah Stanton, took over in 1883, equipment was brought up to date

with a new steam-driven circular saw.

Fred Adkins and his brothers assumed management in 1893 when the plant was moved to Salisbury. Today the firm has branch yards in Berlin, Centerville, Chestertown, Easton, Pocomoke City, and Hurlock, Md.

Adkins employees point with pride to the many architectural gems in shore towns that the company has been responsible for building for nearly a century.

## Hi! Neighbor


We, here at Hughes Lumber Co., very seldom have the opportunity to say to all of our many friends and customers just how much we appreciate your friendship and patronage.



J. H. Alexander



Paul Tate



A. L. Brandon  
Manager

So we're more than happy to take this opportunity to say, "Let's Get Acquainted" with each other.

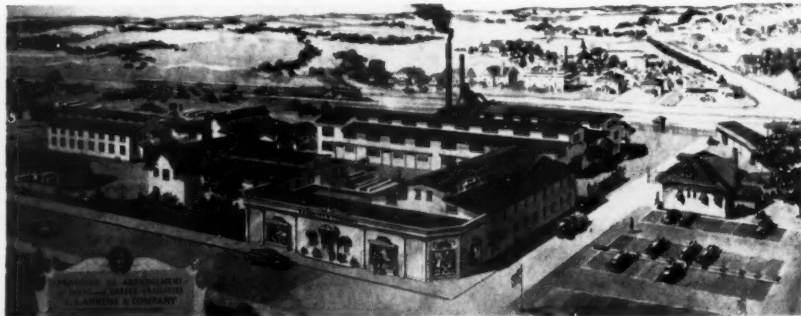
IF YOU HAVE ANY  
BUILDING PROBLEMS SEE  
US FIRST!

### Hughes Lumber Co.

100 No. Derry
PO. 4099

Management of the Hughes Lumber Company in Bartlesville, Okla., believes that "the more people we know personally, the more business we will do." And so to help familiarize local citizens with the employees of the firm, the company presented the firm's personnel in cartoon form in newspaper advertising.

This architect's sketch shows the proposed remodeling of E. S. Adkins and Company in Salisbury, Md. Note typical Maryland architectural trimmings on front door and windows. The firm was founded in 1861 by the grandfather of the present president, Fred P. Adkins.







Every wall of the modern sales store of the Hoke Lumber Company in Stillwater, Okla., has a different kind of wallpaper or covering so that patrons may see the suitability and attractiveness of the lines this firm handles. At left Dealer Roy T. Hoke helps a homemaker to select new wallpaper for her residence. The various patterns are stocked behind the display doors. Hoke says it pays for a lumber dealer to sell the better quality, more expensive wallpaper designs and to leave the cheap sales to price-cutters and applicators.

## Six ad - ways to WIN CUSTOMERS

By  
Ernest W. Fair

**"TO SURVIVE** any prolonged slump in new construction work, a building supply dealer must have, or develop, a substantial volume of walk-in business. The patronage of home-owners is the profit business in the long run—and it's our substitute for the increasing low margins of profit available to us from contractors."

That's the viewpoint of Roy T. Hoke, head of the Hoke Lumber Company in Stillwater, Oklahoma. And he is working successfully for his share of the "walk-in or sugar-and-salt trade" with a full stock of building materials and well-rounded programs of advertising and customer service.

This dealer began an intensive program of courting the walk-in customer in February, 1948, when he opened his beautiful new store at a cost of \$30,000. The 36x100-foot display room and office building is air-conditioned and equipped with island displays to influence "impulse purchases." The only supplies stored and displayed on the walls is the small hardware stock stored in built-in shelves with closed doors at one corner of the showroom.

The walk-in business at the Hoke Lumber Company has increased 10 times since the new front and store were built at the front of the yard lot in downtown Stillwater.

Hoke employs six types of ad-

vertising to win new patrons, hold old ones, and get into the future shopping minds of youngsters. These "ad-ways" include direct-mail advertising, newspaper advertising, radio commercials, calendars, unique Christmas gifts, and advertising in school and college publications. Stillwater, incidentally, is the site of the mushrooming Oklahoma A. and M. College.

To sell quality wallboard, paints, millwork, plywood and other wallboards, and other modern materials, the Hoke Lumber Company regularly uses the folders and envelope stuffers that material manufacturers provide dealers or mail out from prospect lists furnished by the dealer.

"No building supply dealer can hope to design better direct-mail advertising than that the manufacturers produce through tremendous investments in research and advertising talent," Hoke declares. "We always feel the effects of a mailing on our sales volume, although sometimes the total response to a mailing might draw out over a period of months."

Another phase of Hoke's building for the future is in his use of space in all high-school and college publications and sports programs.

"We're out to raise our customers from youngsters on up," he explains. "We consider this another essential to success in the

building supply business. We can't be satisfied with just fighting to get the other customers or to persuade present customers they should buy. We have to actually work also at raising our own future customers."

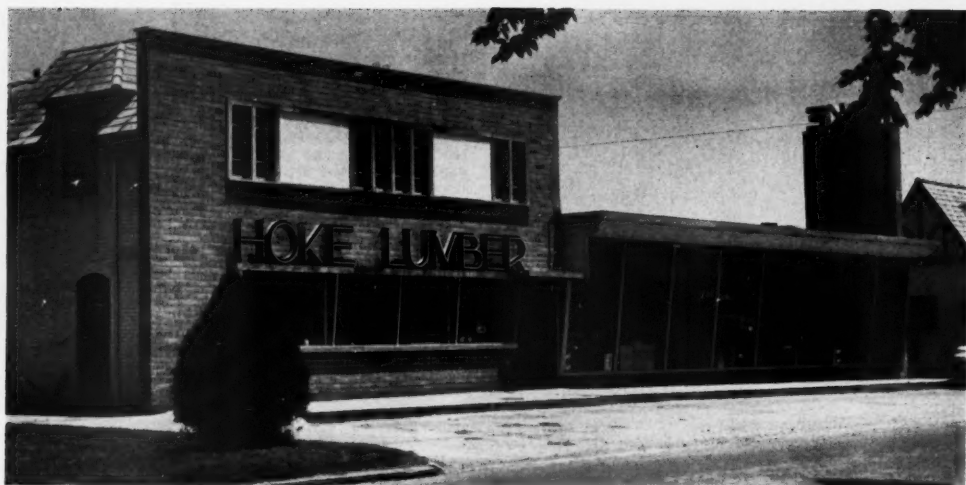
Hoke believes that the building supply dealer should stay out of construction himself, or "you'll lose all of your construction business. You may have to do a little bit of it but it's wisest to make certain that your firm stays out of big construction."

His best outside promotion, he says, is a three-pad calendar. He distributes 1,200 of these each year. When his calendars arrive each year, Hoke sends a man out to put them up in offices and buildings where they can be seen by the most customers. This man will not leave a calendar if he is not permitted personally to put it on such a spot on the wall.

Mailed out, Hoke says, too many calendars land in waste-baskets or are posted in obscure spots so that the dealer gets little results.

He is just as emphatic in the use of Christmas gifts as business builders. Each year the firm gives a large box of top-name brand cheese to big customers—enough to last six months. "If you give anything, make it good and something out of the ordinary, and something everyone will like," Hoke cautions.

Considerable radio spot tie-in advertising is used by Hoke to attract the family business his firm is after. They have found spot announcements most productive after every chain program, featur-



ing products they handle in their store. They have also found these spots successful around the Baseball Game of the Day and the Cedric Foster newscast.

The Hoke Lumber Company's newspaper advertising consists of a large display ad in the Sunday edition of the local newspaper and classified ads on small building supplies during the week. Sunday is the one day of the week when a man reads his newspaper, that he is relaxed and thinking about his home and his yard, Hoke contends. It's the only day when enough home-owners will give such advertising serious attention, Hoke believes.

There is no sense advertising in any manner if the dealer doesn't take care of the walk-in customer when he comes in, Hoke points out. "If you let them stand around and get bored you can not sell them," he says. "They must be sold when they walk in, and no customer must ever be permitted to stand around without receiving attention."

Hoke teaches his store personnel never to say "I haven't got it," but to get it or find out where the customer can find the merchandise he requests.

"Don't be afraid to call your competitor about such things," he says. "It's better for you to go to the competitor and get this requested merchandise than to have the customer go himself—and eventually take all of his business to that competitor."

When a customer comes in and

Walk-in business has soared for the Hoke Lumber Company since this handsome store was built in 1948. An Oklahoma A. & M. College architect designed the building. The slanted all-glass front was designed to show off the store's many lines as well as to provide a cooler interior in summer. Little sunlight gets into the store, which faces south. Building is set back for ample, handy customer parking space.

wants an estimate on a small remodeling job, Hoke believes, a dealer should get that estimate back to that customer in one day.

"When your firm is set up to render that kind of service and you see that it is done you'll generally get the job if your prices are reasonable," he explains. "When you get an estimate back to a customer on the same day it was brought in, you make an impression of service and attention that no customer can fail to notice! It's one of our best business-building policies and has resulted in a lot of sales."

Every member of the staff has developed, through urging by Hoke, the habit of keeping their eyes open for homes or buildings which need remodeling or repainting work when driving up and down streets of Stillwater on their way to and from work and at other times. When an employee notices such a building, he jots down the address and this is given to one of the two outside salesmen for a

personal selling call the next morning.

Hoke served as chairman of the Master Planning Board of Stillwater last year and is active in dealer association work in Oklahoma—especially Farm Buildings Day.

### Heads Clean-Up Bureau

Dr. Frank Monaghan, who has appeared before groups in more than 100 towns as associate director of the Clean Up—Paint Up—Fix Up Bureau, has been elevated to director of the bureau. Monaghan is well known as both a lecturer and writer.

Former Director Richard G. Thomas recently resigned because of ill health.

### Scrap Collection Aid

More than 800 cities now have local Scrap Mobilization Committees as an aid to national defense.

To help in the formation and planning of such groups, the Department of Commerce is distributing a booklet, "Scrap for Steel Mills and Foundries for Defense," to more than 200,000 executives of business, industry, and trade associations. It outlines a four-point program for scrap collection.

Copies of the booklet and further information are obtainable from the National Production Authority, Department of Commerce, Washington 25, D. C.

# Current Trends in Paint Industry

**Latex emulsion interior finishes, alkyd flats, polystyrene emulsions for blocks, custom-mixing, campaign on moisture control—these all are important and promising to dealers.**

**By Lonore Kent**

**LIKE OTHER** segments of American industry, the paint, varnish, and lacquer manufacturers are today allocating their thought and energies to: (1) government controls and regulations, (2) raw materials problems, (3) getting and filling orders for the defense program, and (4) maintaining adequate supplies for the essential civilian economy.

Fortunately for the construction people, for home-owners and those charged with property maintenance, the paint industry has been able to meet its supply responsibilities—a fact attested by Bureau of Census figures for the first six months of 1951. These show an over-all figure of 21 per cent increase over the same period in 1950. The gain for trade sales goods was 16.3 per cent.

Material-wise, a study of industry advertising and merchandising activities shows that great emphasis is being placed on the promotion of the comparatively new rubber latex emulsion interior finishes. These, incidentally, should not be confused with the older chlorinated rubber-base materials. Available in a full range of colors, these latex emulsion paints are advocated by the manu-

facturers for their ease of application, quick-drying, washability, and beautiful decorative effects.

First introduced about three years ago, they have been constantly improved through research and are today a fully recognized factor in competitive selling. The formulation and manufacture of these latex materials require the highest type of "know how." In other words, care should be exercised in the purchase of standard brands.

Remarkable, too, are some of the new alkyd (synthetic resin) flats, which have built a reputation for high-hiding and washability. The industry is proud, also, of the higher-hiding house paints. Here, the matter of supply is dependent upon the availability of special white pigments. The odorless interior finishes first introduced a year or two ago have thoroughly established themselves and are being pushed by a number of manufacturers.

**Technical men** in the trade are showing considerable interest in the water-resistant properties of polystyrene emulsions for use on concrete and cinder-block construction—they act as a seal against penetrating dampness. A contribution to the industry's established and legitimate methods of treating masonry surfaces,

the material can be used both as a first and second coat. Or, the second coat can be a regular oil-type paint.

In mentioning this development, a cautionary note should be sounded against announcements of products for which claims are made far beyond the bounds of technical or scientific reality—claims which give an erroneous picture of the industry's products.

On all fronts the promotion of color as a sales tool is a continuing and growing trend. The monthly window displays featuring color, prepared by the National Paint, Varnish and Lacquer Association and distributed by it and the Retail Paint and Wallpaper Distributors of America, have had wise use and beneficial merchandising effect.

**Many small companies** and groups of companies have followed in the footsteps of larger organizations in the development of custom mix color systems that have caught the public's fancy. From the dealer's point of view, these systems permit the carrying of low inventories and tend to assure quick stock turnover. At the same time, they enable him to satisfy a customer's desire for matching paint colors with draperies, rugs, furniture, or other spots of decorative interest in the home.

Some of the larger dealers mix and match colors in the presence of the customer. Others sell the correct quantity of a basic hue—white, cream or gray—together with the proper quantities of coloring materials. These may be in tubes containing just the right amount of color-in-oil. They may be in dry powder form—or in

Shingles, siding, and plywood surfaces outside homes now receive bright decorative colors formerly used only inside. This modern three-bedroom house is attractively different—thanks to paint styling. The pine siding at front is stained to contrast with brick. End walls and back are in shingles stained in hues of deep and medium green, dark brown, dull blue. White trim is unifying exterior color.



cubes which combine with the base paint. Still other systems provide for a mixing of paint of various quantities and exact colors to give the desired tint.

A concrete evidence of the cumulative effect of the national association's advertising and the merchandising effort of individual company systems is the almost unlimited editorial support given in the last year by national weeklies of general circulation and the women's service and home-making monthlies. Full color illustrations and text matter have driven home the story of painted color to the American property-owner and tenant on a scale never before known.

The paint industry's flexibility

in meeting decorative demands produced by changing trends in construction is demonstrated by the current availability of a wide variety of natural stains and finishes for exterior woodwork. These are now being used in broad areas of the ranch house types and small cottages. Finishes that were formerly used only on paneled interior woodwork are now in vogue for exterior surfaces. Shingles, siding, and plywood surfaces now may receive decorative treatments which harmonize with interiors.

Also closely related to the construction industry is the painting industry's nation-wide campaign for moisture control as a means of avoiding preventable blistering and peeling of outside house paint.

It has been scientifically established that in most cases, the fundamental cause of paint peeling on the interior is the excessive moisture in the walls. This may be due to moisture's getting into the wall interspace, either through outside leaks, through faulty construction, or by condensation on the interior. Modern "tight" construction and living conditions are known to be responsible for the latter.

Currently, the National Paint, Varnish and Lacquer Association is conducting a campaign of education for builders, contractors, dealers and the public, urging recognition of the importance of these four major points:

(See PAINT TRENDS page 88)

## YOU'RE AT WAR WITH WATER!

*Whether your house is new or old, you're engaged in a constant struggle to prevent its destruction by the Villain Moisture.*



Insidious, destroying moisture constantly attacks your house from outside and in. Unless your home is properly protected against its costly devilment, it can rust metal, rot wood, stain walls—and even cause paint to peel. To win your war against water: (1) keep humidity low within your house; (2) install vapor barriers; (3) provide proper ventilation; and (4) patch leaks where rain can enter.





**"Our company is always ready to help with any community supper or celebration," says Dealer Ballard**

***Community "neighborliness" is the Key to yard's***

## FARM SALES

**By BARON CREAGER**

"OUR ADVERTISING and sales promotion technique is a bit more demanding than that of a city dealer, we think," asserts S. H. Ballard, partner in and manager of the Nor-Tex Lumber Company in Terrell, Texas.

"There are many farm communities in this area and we must know what is going on in all of them all the time. We can't overlook an opportunity to participate in community affairs. As a result, a lot of my work is done at night, and I am out of the store more than I am in."

One promotional idea that has gained favor for this firm is that of cooperating in community activities such as suppers, celebrations, and other mass gatherings requiring temporary construction.

The Nor-Tex Lumber Company lends and delivers without charge the materials necessary for tables, benches, or even a speaker's stand. After the function is over, loaned materials are picked up and returned to the yard.

**This dealer** participates in some community suppers even more. For these occasions, substantial prizes are donated. The yard personnel mingle with the crowd, and often money is spent somewhat freely by Nor-Tex employees bidding on pies, cakes, and other items auctioned for charity.

"Of course, this all pays off well in good-will and publicity," Ballard comments, "but we don't participate strictly for commercial purposes. If we did that, we would be better off staying away. But we know all these people and we en-

joy being with them. That's only natural, I suppose, when you get to know farm people like we do."

Some 75 per cent of Nor-Tex's volume comes from the farm population which, in an area measured with a radius of 10 miles, is only about 8,000. This is just 40 per cent of the area's total population of 20,000, including Terrell's 12,000.

Ballard grew up in the lumber business and in rural communities. He now lives on a farm six miles from Terrell, in the Poetry Camp Ground community. Incidentally, this area won a \$500 award for the best community farm and home improvement program in a Texas competition.

"We talk the language of the farmer," Ballard says, "and that is quite an asset in dealing with them. We know most of them on a neighborly basis. But those circumstances alone would not produce the volume we get from farmers."

Ballard operates a 5,000-capacity broiler house and runs cattle. His partner, Reeve Holmes, also farms. Between them, they operate a total of 700 acres. In addition, Holmes owns and operates a hardware store and implement store, so the two partners are constantly thrown into contact with farmers.

Another popular promotion of Nor-Tex involves mailing—to all rural boxes on the Terrell post-

office route—an attractive magazine obtained at low cost from a manufacturer and with ample space for the yard's imprint. And several times a year, the yard cooperates with a paint manufacturer in sending out a folder containing a coupon good for a pitcher or some other premium.

Ballard once wondered if this latter activity represented a profit or a loss. Then he became impressed by the fact that those who came in with premium coupons sooner or later came back to buy merchandise.

Other "earthy" promotions put this yard manager closer to his customers and prospects.

One is a local radio program. It is sponsored jointly by the lumber yard and the hardware store of Holmes. Any farmer, wanting to sell livestock or equipment, can write his own advertisement, leave it at the lumber yard, and have it broadcast free of charge on this program.

Although most of the Nor-Tex farm business is the sale of materials, the yard will build to specifications anything a farmer wants—gates, horse trough, hog feeder—and deliver it.

Currently, most of the yard's volume results from demand for remodeling and repairs. But during 1949 and 1950, the yard sold and built more than 100 aluminum broiler houses, each 126 by 20 feet.





A U-shaped driveway leads from the street up to the main building of the new Intercity Lumber Corporation. Cars and trucks can drive under an archway—marked by arrow—back into the yard to pick up lumber and heavier materials. On the "front porch" below, under one of three garage-door "windows," are R. M. Griffin, principal owner, and two associates.

## DRIVE-IN YARD

### *lures many new customers*

**IN AN ERA** of drive-ins, when families prefer to drive in to theaters, refreshment stands, laundries, and shopping centers, a Florida lumber dealer has found that the idea is just as popular for a modern drive-in building supply yard!

Last January the Intercity Lumber Corporation, which already had a thriving business in its Tampa-centered yard, built a modern drive-in branch at 4000 Gandy Boulevard, just outside the city, on the famous road to St. Petersburg.

The first drive-in building supply yard in west Florida, the Inter-

city's new suburban branch is next to a popular drive-in theater in a rapidly growing section.

"We have been pleasantly surprised at how much our sales volume has increased each month since we opened last January," asserted R. M. Griffin, who is manager, chairman of the board, and principal owner.

The yard has a 450-foot frontage on Gandy Boulevard and contains about 25,000 square feet.

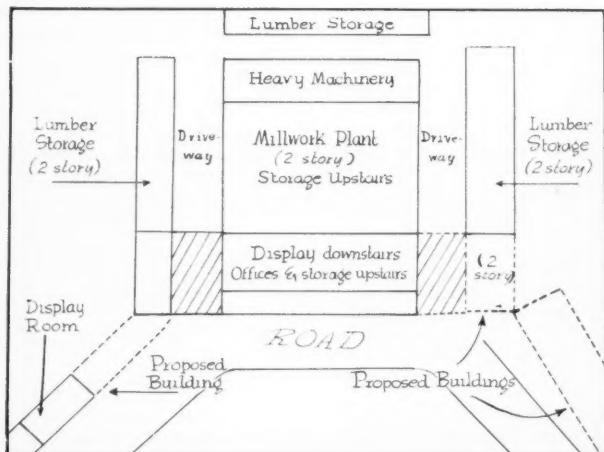
The main building is 96 feet wide, including a driveway and lumber shed at the left end. A U-



shaped driveway leads up to this building. Three overhead garage doors—showing the wood and steel types sold—are opened up during store hours so that most of the display building is open across the front. Inside displays of merchandise are in full view from the road.

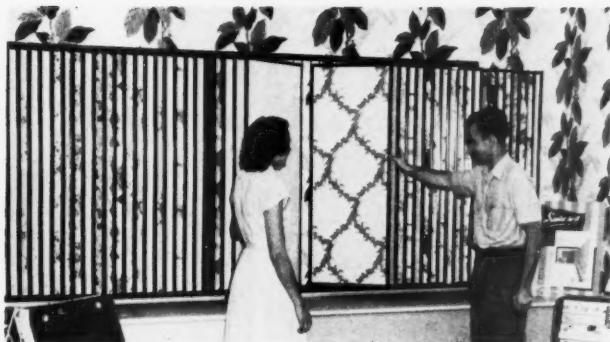
A display warehouse at left front entrance to the yard—40 by 24 feet—also has three garage doors so that it is completely open on one side, and another garage door on the street side. Eventually the main building will be connected to this warehouse, with addition sketched below, and to another yet to be built. The entire plant will then curve around the U-shaped driveway.

These buildings are mostly built (See DRIVE-IN YARD page 89)



The broken lines here show proposed buildings that will make the Intercity Lumber Corporation's drive-in yard one large, semi-circular display. Garage doors open up to make the inside displays visible from the street. Grounds around the U-shaped driveway are being landscaped. The entire yard has a 450-foot frontage on Gandy Boulevard, between Tampa and St. Petersburg, Fla.

## To step up wallpaper sales, suggest these NOVEL USES for Wallpaper



"**NO THANK YOU**, I'm really not interested in wallpaper—it's so old-fashioned," replied the customer.

But the friendly salesman managed to lead her to a display table to show her illustrations of uses of wallpaper other than on walls. And soon she was turning the pages herself and glancing with increased interest toward the various patterns in the wallpaper display, with the comment that she "really didn't know they made such attractive patterns these days."

After her first small purchase of enough to cover some hat boxes, she returned in a few weeks to pick out a pattern for her breakfast room—definitely a wallpaper "convert"!

Most customers can be interested in anything clever and "different." With this in mind, progressive wallpaper dealers are suggesting new—as well as the usual—uses of wallpaper.

The idea of matching "accessories" to go in wallpapered rooms has closed more than a few sales.

A modern display fixture like that shown above invites both browsing and "critical selection" of wallpaper on the part of home-owners and builders. The samples are changed frequently for freshness and variety. "High style" use of modern wallpaper in kitchens is pictured at right. Use of the strawberry pattern on the ceiling and cabinet doors overcomes the "clinical look" of conventional kitchens. In the photo below, two wallpaper patterns—oak leaf with fern and textured string-weave—modernize the living room handsomely. Note use of wallpaper on lamp shade.



In a papered kitchen, for example, scraps of wallpaper can be used on cabinet doors, flower boxes, and as trims on furniture and other items.

Toy chests can match paper in children's rooms.

Matching hat and storage boxes, wastepaper baskets, lamps, and valances are frequently used in bedrooms.

Gay patterns on walls and shelves brighten dark closets.

Wallpaper pattern cut-outs make handsome pictures mounted on heavy paper and framed to match walls.

Old pieces of furniture, such as chests of drawers, end tables, and coffee tables, acquire an elegant look with wallpaper. Shellac over wallpapered furniture makes it more durable.

In helping a customer select wallpaper, it is important to re-

(See WALLPAPER USES page 84)



It took more than this selection of flashy ties to cause such joyous smiles from Mr. and Mrs. Winfield Oldham. Their pert daughter was off stage trying to tell them how to pose. The fan is supposed to keep "Windy" from being burned by the "hot" ties! His accomplice in buying such sporty neckwear especially to wear at national and state conventions is Elbert Lamb, woodwork jobber in Amarillo. Oldham is an outstanding Dallas dealer.

**Because of his ties  
this Texas leader is**

## **NOISY but not Loud**



"DON'T MAKE this any sillier than it is," implored "Windy" Oldham.

"But it isn't silly," encouraged his attractive wife, "and it's good for you!"

They were discussing publication of this article about Oldham's addiction for resplendent neckwear. Resplendent is a polite, if inadequate, adjective to describe some of the neckties Oldham dares to wear in the public.

The ties are downright noisy, but this man who gamely wears them is not the type usually found in the shirt that supplies background for gaudy silk.

Known to one and all as "Windy," Winfield B. Oldham heads the Oldham Lumber Company in Dallas, Texas. He is past-president of the Lumbermen's Association of Texas and now a

**By Baron Creager**

member of its executive committee and one of its dealer-directors in NRLDA. He is president now of the Retail Lumber Dealers Association of Texas and state deputy snark for the International Concatenated Order of Hoo-Hoo.

This handy handle of "Windy" is an adaptation from Winfield, for convenience. Otherwise, it is a misnomer. For "Windy" Oldham, in spite of the noise made by his ties, is not loud. He is, in fact, one of the most imperturbable, soft-spoken of men. He is unobtrusive to the point that, except for the screaming splash of silk on his chest, he might be lost in a crowd.

Yet one should not get the idea that he is stifled by any complex. He is just a "nice guy." When the need arises he can speak clearly and to the point on any industry problem, and make himself heard and understood without resort to forensics. It is obvious that "Windy" has stature, or Texas dealers wouldn't have honored him with such high group offices.

"Windy" Oldham sports his noisiest ties at conventions, state and national.

One tie such as "Windy" wears would not be too much of a dis-

tracting influence at any convention. Trouble is, these convention ties go in pairs—for there is another party to the conspiracy.

He is Elbert Lamb, sash and door jobber of Amarillo, Texas. The Oldhams and Lambs are close friends and always make conventions together. In 1946 "Windy" and Elbert decided to wear matching ties to conventions. Now they take turns buying up supplies of neckwear for conventions. If cravats were music, they could entertain convention audiences with everything from the strains of grand opera to the ear-splitting gasps of the calliope!

However, "Windy" does not always get home from the convention with all his ties. If some friend admires the brass-band type tie "Windy" has on at the moment, he is likely to strip it off and hand it over.

One of his ties was taken back to Oklahoma by the durable Barney Stewart, who first bought a pair of dark-lensed glasses.

Mrs. Oldham never picks any of "Windy's" ties because her taste is too subdued. Although she applauds the idea of "Windy" thus indulging himself, she frankly thinks some of his selections stink.

"On one convention trip we (See TIED BY HOBBY page 105)



For displaying builders hardware, the Bailey Lumber Company in Jackson, Miss., bought three standard fixtures from an equipment manufacturer. Boxed goods are stored below the stair-stepped center shelves. Adjustable glass shelves above permit open display of samples and special items. Other specialties are stacked on top the fixtures. Manager Woodrow Bailey discusses a cabinet hardware display with W. J. Ward, assistant manager.



*It pays to*

## STOCK HARDWARE

**EVEN THOUGH** the Bailey Lumber Company is outside the central shopping district of Jackson, Mississippi, and on an industrial thoroughfare at 1326 North Mill Street, it has found that it pays to handle and display a line of standard builders hardware and household products.

As Manager Woodrow Bailey explains it, "builders and mechanics are happy to find the hinges, locksets, latches, and carpentry tools they need, when they drop by for lumber, millwork, and other building materials.

"Likewise, when motorists note the hardware and specialty displays through our large store win-

dows or respond to one of our advertisements about such merchandise, they're glad to find out about all the building materials we handle and usually order or call back for some of these goods.

"Consequently, we not only make a standard profit on the hardware and household items we sell, but we often profit from the sale of related supplies or building materials that customers buy."

The Bailey Lumber Company was formed in 1946. It specializes in furnishing materials to several contractors. But the completion and stocking of its modern salesroom last year has added handsomely and profitably to the sales

volume, the store records show.

When Bailey planned the store, he checked the functions and costs of display fixtures and determined that it was less trouble and cheaper, in the long run, to buy display fixtures from the manufacturers of such equipment or to obtain them as dispensers from the manufacturers of the merchandise lines the Bailey Lumber Company took on.

Besides builders hardware and tools, Bailey displays and promotes wallpaper, electrical supplies and lighting fixtures, paints, and stock millwork items.

Passing motorists on busy Mill Street glimpse the popular building materials and supplies through the large rectangular plate-glass windows and more so through the focusing circular window seen in picture above.

Bailey says that during the past 12 months they have enjoyed a profitable business in their hardware and paint department, along with other building items displayed in their store, and in addition to substantial sales of lumber and construction materials from the sheds and warehouse in his spacious yard.

This building supply firm has found display fixtures provided by manufacturers most economical and useful in attracting store traffic and dispensing profitable items. At left, Assistant Manager Ward checks price tags at the tool bar. Household products and light bulbs "remind" people in foreground. Wallpaper and lighting fixtures are on display in rear corner.



# Methods and Kinds of publicity to keep the DEALER in the NEWS!

**THE DEALER** who has a good "sense" of news and an awareness of what makes good impressions on the public will find scores of subjects that will help improve his relations with the people in his community.

It is possible here only to indicate the kinds of subjects which will serve the purpose. Remember that announcement of an event or development which in itself has little Public Relations value can include facts and views that will make the desired impressions on the public.

In general, the suggestions fall into three broad groups, whether the public is to be reached by advertising, publicity, or other means and each of them has or can have an element of news to make it more interesting:

1. News about the dealer, his business, or his employees.
2. News about important events of broad public interest.
3. The dealer's views on important national affairs.

## News About Yourself and Your Organization

★ *Improvements in your service:*

New money - saving equipment installed

Handling larger line of materials  
Expanding size of yard or sales room

★ *Important Accomplishments:*  
Ground broken for large new building

Large subdivision of low-cost homes started

Building completed in record time

Announcement of new ways to reduce building costs

★ *Honors and recognitions*

Awards to employees for long service, special accomplishments, etc.

Promotions in your organization  
Prizes received in contests

Appointment of dealer or employees to important civic positions

★ *Special occasions:*

Open-house after remodeling  
Exhibits of new building materials

Visits of important individuals to the yard

Announcement of speeches to be given by dealer

## News of Important Events of Public Interest

★ Participation in national promotions.

★ Urging support of or participation in worthy public causes.

★ Announcement of contests open to the public

★ Announcement of lectures or film showings arranged for the public by the dealer

★ Lending of land, buildings, or transportation or donations of materials for use by civic or youth groups

## Views on Important National Affairs

★ Opposing wasteful Government spending and excessive taxation

★ Giving the facts about pending legislation which will be detrimental to the public

★ Defending private enterprise and the retail distribution system

**Advertising** is the surest way to get your ideas before the public because your message reads exactly the way you want it to. You can aim it at the exact audience you wish to reach, and you can time your message to appear or arrive exactly when you want it to.

The principal forms of advertising for Public Relations purposes are the following:

### 1. Newspapers

### 2. Radio and television

### 3. Pamphlets and letters (direct mail)

### 4. Billboards and bus cards

In general, radio and billboards are most suitable for short mes-

## BALLOT

Do You Favor  
Higher Taxes

YES ☐

NO ☒

Dealers who are active as voters and who let the public know their position on important public issues, not only "feel better inside" but they enjoy better Public Relations and customer respect. This article tells how dealers can express their views through newspaper stories, interviews, advertisements, radio and public talks, and in other ways available in nearly every community for dealers who are "pound-wise and not penny-foolish."

ages, while longer statements can be presented most effectively in newspaper advertisements, pamphlets, letters, or other direct-mail materials.

Advertising is a complex art and whole books are required to discuss its many principles and fine points.

## A FEW BASIC RULES

However, there are a few rules which should be helpful to anyone who has not had extensive experience with the preparation and placement of advertising designed for Public Relations purposes:

1. Try to obtain the help of an experienced advertising specialist who knows how to write clear, concise, convincing and attractive copy.

(See DEALER NEWS page 100)

This is the fourth installment of the "Public Relations Guide for Retail Lumber Dealers." It was prepared by the National Retail Lumber Dealers Association as a service to the members of its federated state and national associations of building material dealers.



# 1 Douglas Fir doors

\*The quality group of door manufacturers is comprised of mills inspected regularly by the Fir Door Institute. This service is a check on quality completely independent of individual mill supervision. Doors produced by these manufacturers carry FDI grademarks:

**Acme Door Corporation**  
Hoquiam, Wash.

**Buffelen Manufacturing Company**  
Tacoma, Wash.

**Cruver Door Company**  
Anacortes, Wash.

**Everett Plywood & Door Corporation**  
Everett, Wash.

**M and M Wood Working Company**  
Portland, Ore.

**E. A. Nord Co., Inc.**  
Everett, Wash.

**Puget Sound Manufacturing Co.**  
Tacoma, Wash.

**Simpson Logging Company**  
Seattle, Wash.

**Vancouver Door Company**  
Montesano, Wash.

**The Wheeler Osgood Company**  
Tacoma, Wash.



Shown here is the popular FDI Tru-Fit No. 2035

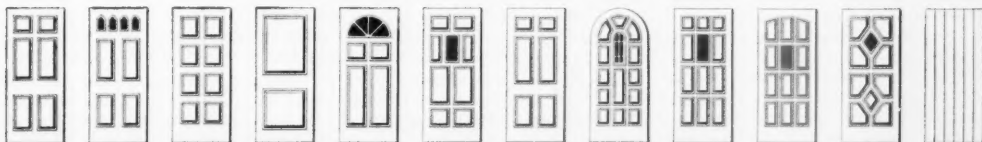
## You Pick A Winner When You Specify A Tru-Fit Douglas Fir Entrance Door

It's like betting on a one-horse race. You can't go wrong. Not with a quality-manufactured\* Tru-Fit entrance door. Every one of the 21 entrance door designs is manufactured of select Western softwood—Douglas Fir, Western Hemlock or Sitka Spruce. Every one is architect-designed to fit exactly today's architectural styles. Every one meets rigid quality standards.

Bonded with completely waterproof, completely weatherproof phenolic resin adhesives, Douglas fir entrance doors are precision-built to last the life of the home. The FDI Hallmark of quality on every genuine FDI-Inspected door is your positive assurance of quality, durability and craftsmanship, in accordance with rigid Department of Commerce quality standards.

### Fir Door Institute

Tacoma 2, Washington





**TO STEER CLEAR** of Communism and to be more prepared to face the "Reds" throughout the world, Uncle Sam is going into the red again, budget-wise.

The Federal finance story reveals big income, but bigger spending, and therefore growing deficits. For the year ended last June 30, U. S. income exceeded outgo by \$3.5 billion. For the year ending next June 30, government figures point to a \$4.2 billion deficit. A year later, \$15.8 billion deficit.

If these figures hold, it means that our Federal public debt will mount from its \$255.2 billion level of last June to \$283.7 billion in 1954, or a big 10 per cent in three years.

**CONSCIOUSLY**, or not, the U. S. Senate and House of Representatives certainly have been a check and balance "team" during the current Congress. When one house wants to increase Federal expenditures, the other wants to cut; and when one wants to hike revenue from taxes and otherwise, the other wants to hold them down!

For example, the Senate passed an appropriations bill for \$59,508 million. The House bill came to \$56,034 million. Still, the Senate voted a tax bill for \$5,500 million, which would provide \$1,700 million less revenue than the House version! Conferences will reconcile the differences.

**THE NEW TAX BILL**, details of which should soon be available for public consideration and lamentation, introduces a new feature that may make some dealers convert their firms to partnerships again! Just as some dealers incorporated a few years ago to gain certain tax advantages, now it may be best to form a partnership again.

But not of two or three active principals; instead, with members of their families — wife, sons, daughters, brothers, or sisters; no matter their age but dependent upon a definite share in the firm be-

ing owned by them through investment or sharing. Purpose of this new system is to permit the members of a partnership to be taxed for income by the piece instead of in one big chunk, in line with the dividend taxing of stockholders.

**FAILURE** of Federal agencies to put through an HHFA appropriation for the administration of the new Title IX to the Federal Housing Act is not only holding up the FHA Digest of Insurable Loans, but more urgently is keeping builders from erecting housing badly needed in defense areas.

Concluding a three-day meeting here last month, the Executive Committee of the National Association of Home Builders said that two obstacles to the erection of defense housing remained: (1) appropriation of FHA funds for employees and office space to handle the added work load, and (2) governmental designation of defense areas and housing and rental quotas.

**BEFORE CONGRESS** adjourns, it is likely to reconsider the Capehart amendment to the Defense Production Act in regard to pricing, due to Administration and public pressure. Any change would cause manufacturers to absorb at least some of their post-Korea cost increases under price ceilings.

Speaking of Korea, American casualties and fatalities during the first 15 months were greater than U. S. losses during that portion of World War II.

**AT CONSTRUCTION** industry meetings here late last month, there were considerable differences of opinion as to the building outlook for 1952. A Bureau of Labor Standards spokesman said 1,000,000 housing units would be started this year, and from 800,000 to 900,000 would be started in '52. An NAHB representative foresaw only 600,000 to 700,000 starts next year.

## One out of 4 Homes Built by Non-Pro's

More than one fourth of all privately financed nonfarm dwellings started in the United States during 1949 were built by non-professionals—persons who built houses for their own families, acting as their own general contractors, and in some cases doing part of the construction themselves.

Meanwhile, units started by operative builders — erecting homes for sale or rent—comprised about half of the homes started during this period. Dwellings started by general contractors in 1949—built to order or for promoters planning to sell or rent—made up the remaining fifth of starts.

These facts highlight preliminary results of a recently completed survey of the residential building industry. It was sponsored by the Housing and Home Finance Agency's Division of Housing Research and conducted by the U. S. Department of Labor's Bureau of Labor Statistics.

The survey is the first of its kind ever conducted on a comprehensive nationwide basis. It is based on interviews conducted by BLS in the spring of 1951.

## Control Effects on Masonry to Be Aired

Effects of government defense regulations on the future of the brick and tile industry will be the main topic at the annual convention of the Structural Clay Products Institute, according to President C. Forrest Tefft.

The convention will be held October 29-31 at the Greenbrier Hotel, White Sulphur Springs, W. Va.

Walter Acheson, head of the masonry material section, Building Products Division, Office of Price Stabilization, will talk about government price rules and regulations.

John Haynes, administrator, Facilities and Construction Bureau of the National Production Authority, will discuss the points the industry must follow under NPA.

Norman Mason, of the United States Chamber of Commerce, will outline the over-all pattern of construction under controls.



Another great profit-builder from

Weldwood®

UNITED STATES PLYWOOD CORPORATION

**Special 60-Day  
Promotion Offer!**

A PRE-CUT  
PRE-FINISHED  
PRE-PACKAGED

## WOOD-PANELED WALL IN A PACKAGE

TO RETAIL AT THE \$49<sup>50</sup>  
BARGAIN PRICE OF

For Genuine Philippine Mahogany



★ **Extra 10% discount for you  
during October and November**

Here's a special, exciting promotion to make Plankweld wood-paneled walls the *fastest selling, most profitable item in your yard.*

During October and November there's an extra 10% discount for you — a tidy profit on every sale — and a bargain in beauty for your customers.

*Every homeowner in your area is an excellent prospect! He'll have the chance, for less than \$50, to panel a fireplace wall, a picture-window wall or any average wall with luxurious Philippine mahogany. Oak, birch and knotty pine are only slightly higher in cost.*

Plankweld is genuine Weldwood® Plywood, *pre-cut to 16 1/4" width in 8' room-high panels, pre-finished at the factory (no staining or finishing needed) and packed 10 panels to a package.*

### PLANKWELD®

Manufactured and distributed by  
**UNITED STATES PLYWOOD CORPORATION**  
New York 18, N. Y.

and **U. S.-MENDEL PLYWOODS, INC.**  
Louisville 1, Ky.

Branches in Principal Cities • Warehouses in Chief Trading Areas

One package is enough to panel one average wall. Any homeowner can install Plankweld himself over any type wall in a few hours' time. Special metal clips make the job amazingly simple and eliminate face-nailing.

A complete, *action-packed promotion package* is ready and waiting to help you sell Plankweld packaged walls faster than you ever dreamed possible. There are newspaper mats for your local paper—mailing pieces—radio scripts—display cards—advertisements in national magazines—all backed up by a product you'll be *mighty proud* to sell and a profit for you of \$14.15 on every package!



**SEND COUPON NOW  
before special discount expires!**

**UNITED STATES PLYWOOD CORPORATION**  
55 West 44th Street, New York 18, N. Y.

SRS-10-51

Please rush me details on the special Plankweld packaged wall promotion plan.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# HAVE YOU *hit the Ceiling??*

By **EDWIN M. PEARCE, Jr.**  
**Attorney-at-Law, Atlanta, Georgia**

DEALER FAIR pushed against the back of his well-worn executive's chair and closed his eyes tightly. His feeling was that of a man who had just met and solved a crisis. He also felt uneasy.

This particular crisis had been in the making for some time. When Fair first heard of a freeze on salaries and wages, he had automatically thought of his yard foreman, Bill Reid. He knew then that he was not paying Bill enough money, but, Bill had not pushed him for more money. Besides, a man who was loyal while the company was growing could expect good treatment later. Still, other people, making more money than Bill, had changed jobs.

Fair's business instinct told him he had better keep this man. And when he lost one of his two shop employees and could not find a replacement, he knew he HAD to keep him.

He did not mention the matter but he was glad when Bill did. Something about the reluctant manner in which Bill spoke to him caused him to make an instant decision. Fair offered Bill considerably more money than he was receiving, the very most that Fair could afford to pay, which was still something short of what Bill could get elsewhere. He knew when Bill left that he had solved the problem. He also felt that he might have violated the wage regulations. He only felt this, and he was glad that he didn't really understand the regulations and therefore didn't really know whether he had violated them.

Although a small operator, Fair was not a bad executive. Having made a decision, he now resolved to put it behind him and worry about something else.

But Fair in this particular case violated a law of the United States. Not maliciously, but maybe wilfully, within the legal meaning of that word. If Fair forgets his resolution not to worry, and makes inquiry, no one can tell him what will happen to him. Maybe nothing at all. There are, however, many things that CAN happen to him.

The criminal penalties include a fine or imprisonment or both. The civil penalties include government injunction.

And there is another provision

Pearce has been an attorney in Atlanta, Ga., since 1929. He is familiar with government regulations as he was chief price attorney for the Southeastern region of the old OPA. For obvious reasons the names and circumstances cited in this article are fictitious. The problems, however, are real.

tucked away in the law which may give unexpected trouble at unexpected times. The act authorizes the president to direct the collector of internal revenue, for income-tax purposes, to disallow as a cost of doing business, either all or any part of this unlawful wage. Every week he is handing Bill a check which he may not be allowed to deduct on his income-tax return as a cost of doing business. Note that he may lose the entire amount of his wage, not just the amount by which the wage exceeds the lawful wage.

There are still further implications. For example, this dealer has also to deal with ceiling prices for products and services which he sells. Sometimes these are set on a formula basis, that is, margin over cost. The Office of Price Stabilization may be directed to disregard Bill's salary in computing cost. This might give him a ceiling price at which he could not afford to sell, or if he disregards this feature, he may slip into a violation of the federal price

laws and regulations, which will call for still more penalties.

Fair believes, and will argue to you, that all he has done is to keep his small business going. Yet he has placed himself in considerable jeopardy.

## Clearing a Merit Increase

Dealer Clayton had a valuable employee who ought to have more money. A few inquiries brought him to the conclusion that he was allowed to give a 10 per cent increase, provided an increase of this amount had not been given during 1950. The trouble was that he had given this particular employee an increase in April, 1950, that amounted to almost 10 per cent! Roy thought he had better lay his troubles before his nearest Wage-Hour office.

He was asked why he had given the increase and answered promptly and truthfully that it was because this employee had been with him some time without a raise and his good work merited an increase in salary. He was then told that this was an individual increase under General Wage Regulation No. 5 and not a general increase under General Wage Regulation No. 6.

The result of this, it was explained, would entitle Clayton to give not only the general increase allowed by General Wage Regulation No. 6 but would also allow him to give this particular employee a further merit or length-of-service increase this year. He was also informed of an additional increase known as a "cost-of-living increase" (under General Wage Regulation No. 8). However, this dealer didn't need to give this last increase, at least for the time being, and he went away happy with

## Check on Bonuses

Many companies will be dishing out the ever-welcome annual bonuses during the next 60 days. Attorney Pearce, who knows a lot about the necessary red tape under the current emergency regulations, advises every employer to clear his plan of payment with the nearest Wage-Hour office before paying out, even if the plans have long been in effect.



## Under construction:

**A CHARMING VILLAGE  
INSTEAD OF JUST ANOTHER  
HOUSING DEVELOPMENT**

Imagination is helping to make this housing project a cluster of *distinctive* homes rather than a clutter of identical ones.

Take the roofs, for instance. Variety in color and roof design makes each one different from its neighbors, yet the same fire-resistant shingles have been used throughout—Certain-teed's THICK BUTT Asphalt Shingles.

With this wide range of solid colors and artistic blends—available with grained or plain surface—Certain-teed's THICK BUTT Shingles offer a sensible, economical answer to one of today's major building questions: how can housing developments be made *distinctive*?



### ***Certain-teed***

REG. U. S. PAT. OFF.

*Quality made Certain...Satisfaction Guaranteed*

**CERTAIN-TEED PRODUCTS CORPORATION**

ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS  
ASBESTOS CEMENT ROOFING AND SIDING SHINGLES  
GYPSUM PLASTER • LATH • WALLBOARD • ROOF DECKS  
ACOUSTICAL TILE INSULATION FIBERBOARD



the ruling that he could at this time pay the amount needed to keep this particular employee.

Clayton now feels that you can do just about anything you wish under the regulations if you know how to do it. This, of course, is not strictly true. He had successfully met certain conditions and limitations in the regulations relating to past practices and average increases which might not be present in another case.

Clayton was right, however, in making inquiry into the regulations, which may disclose rights not generally understood from some report or news item concerning the regulations. And he was also wise in having the interpretation of the ruling reduced to writing in a letter for his records.

If these illustrations suggest that the Wage-Hour offices are engaged in finding excuses for paying higher wages or that they can in every instance show the employer how to accomplish what he wants to do, the illustrations are misleading. The regulations are carefully written and do impose definite limitations which may not be exceeded. It is fair to say, though, that these Wage-Hour offices and the specialists employed by these offices have a sincere desire to see that you thoroughly understand the regulations as they apply to your business and your problems and, as far as possible, to assist you in solving your problems properly under the regulations.

The Atlanta, Georgia, office, for example, serves a very large and important area. The personnel in that office will do anything within reason to assist any employer in understanding and applying the regulations as they affect his business and so far as possible under the regulations to help him solve his problems in the way he wants to solve them. Similar offices are scattered throughout the nation.

The greatest single type of error that misleads most employers is failure to know what a "general increase" actually is. General increases are permitted by General Wage Regulation No. 6 (or General Salary Stabilization Regulation No. 1). However, the right to give such general increase may be diminished or even removed by general increases given during the year 1950. Many employers, however, are considering increases as general increases which actually are individual increases of the type covered by General Wage Regulation No. 5 (See WAGE CEILING page 91)

## **CONTROLS** *that* *may affect Your Business*

**RENT RE-CONTROL.** Twelve areas previously certified as critical defense areas for housing have been re-certified to impose Federal rent control. Among the areas are the Savannah River H-bomb project area in South Carolina and Georgia, the Huntsville, Ala., area, and Brazoria county and Borger, Tex.

The new rent-control certifications are under the **Housing and Rent Act of 1947** as amended recently by Congress.

Meanwhile, the Housing and Home Finance Agency has increased the programming of construction in the Brazoria county, Texas, critical defense area from 600 to 725 housing units—an increase of 125.

**RFC LOAN EXCEPTION.** To permit loans for the construction of military and defense housing in critical areas, the Loan Policy Board of the Reconstruction Finance Corporation has changed its policy on realty loans. The policy has been amended by the italicized phrase below:

"No loan shall be made for acquiring, constructing, or improving real property which is to be held for investment, *except in the cases of loans for the construction of military and defense housing in critical areas.*"

**SUPER PRIORITY.** The National Production Authority on September 13 amended **NPA Regulation 3** to establish emergency priority for urgently needed defense items and thereby break bottlenecks in urgent defense programs.

NPA officials emphasized that the new symbol is strictly limited in use, to be applied only by one central NPA headquarters on the special request of the agency which needs it to assure completion of urgent production. A DX-rated order may be extended by any supplier.

**NPA Regulation 2** was amended to require suppliers to give preference in delivery to DO-rated orders bearing A, B, C, or E ratings, before the supplier makes deliv-

eries on other DO orders on his books.

**THE NPA** has established an administrative court and issued rules to govern its proceedings in hearing cases of alleged violations of NPA orders and regulations. The rules separate the judicial and prosecuting functions. Heading the court is Walter H. Foster, a Boston attorney who was chief compliance officer for the War Production Board during World War II.

**NPA Limitation Order M-4-a** does not limit the use of Class B aluminum products for industrial, commercial, or residential construction. Aluminum nails, doors, screens, roll valley and flashing shingles may be used in new construction or replacement without CMP authority.

**FABRICATED** metal concrete reinforcing bars, however, must be included in tonnage computations on self-authorized orders under the Controlled Materials Plan.

**THE RESALE** of brass mill products, including sheet, strip, tube, and pipe made from copper or copper-base alloy, brings the ceiling prices under CPR-67.

**Supplementary Regulation 66 to GCPR** effective October 2 permits dealers and ready-mixed concrete makers to pass on to customers the exact dollar-and-cent increase in their prices when they must obtain cement out-of-area.

**General Salary Stabilization Regulation 3** was issued on September 12 by the Salary Stabilization Board to set forth salary adjustments for individual employees in genuine executive, administrative, professional, and outside sales capacities.

**General Wage Regulation 14** stipulates the types of bonuses and ways they may be put into effect without prior WSB approval. Amendments cover the exceptions.

**General Wage Regulation 8** has been revised to cover cost-of-living increases for employees. It extends to March 1.

# Plus Services

THAT MEAN

# More Profit

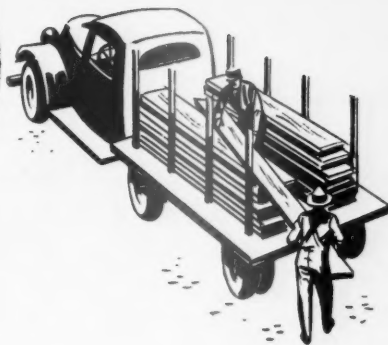
FOR YOU...

You get more than plywood, lumber and doors when you buy from Georgia-Pacific . . . you get the convenience and economy of *one source buying* of all your needs, plus this bonus of extra G-P services:

**1. Truck Deliveries**—fast service to your door, whether the order is large or small, timed so you can operate on smaller inventories, small risk in investment. Or you can take advantage of quick pick-up service—out of G-P's big, well-balanced, wholesale warehouse stocks.

**2. Diversified Stocks**—a complete selection to fill all your plywood, lumber and door needs. Controlled grading, milling and handling, every step of the way, assure you of top quality products. A policy of constant experimentation and research keeps us abreast of the latest developments in the handling and processing of plywood and lumber.

**3. Simplified Buying**—time-saving, cost-saving buying through Georgia-Pacific's "new dimension." Planned buying relieves you of a lot of headaches in advance, enables you to get all plywood, lumber, special products and door requirements from a single source.



## GEORGIA—PACIFIC PLYWOOD COMPANY

Address inquiries to: 618 North Capital Way, Olympia, Wash.  
Offices and warehouses in Augusta • Birmingham • Boston • Chicago • Columbia  
Louisville • Memphis • Nashville • Newark • Olympia • Philadelphia • Portland  
Raleigh • Richmond • Savannah

### G-P PRODUCTS

Douglas Fir Plywood  
GPX Plastic-faced Plywood  
G-P Crownply Hardwood  
Plywood  
G-P Plysheet Southern  
Plywood  
Giant-sized Scarfed Panels  
Fir and Hardwood Doors  
Cypress and Redwood Lumber

Western Fir and Pine  
Lumber  
Southern Pine Lumber  
Western and Southern  
Mouldings  
Southern and Appalachian  
Hardwoods  
Residential and Factory  
Flooring  
Treated Lumber and  
Timbers

# NEWS of the MONTH

## Beall and Shea Advanced by Ssirco

To serve dealers and other customers better, the Southern States Iron Roofing Company has effected several new personnel assignments.



**E. W. Beall, Jr., Sales**

E. W. Beall, Jr., former Columbia, S. C., branch manager, is now Savannah district sales manager. This puts him in charge of sales for this regional wholesale firm in Columbia; Savannah, Augusta, and Albany, Ga., and Jacksonville, Fla.

B. E. Shea has been advanced from the Savannah branch managership to director of Savannah operations. In this capacity he directs over-all operations of the Savannah, Augusta, and Jacksonville branches. He also continues as naval stores sales manager for Southern States.

N. B. Heflin, who was assistant manager of the Savannah branch under Shea, was promoted to the Savannah branch managership.

E. O. Withington has been advanced from the Albany, Ga., branch managership to the Columbia, S. C., position vacated by



**B. E. Shea, Operations**

Beall. C. T. Brisbois was moved up from assistant to branch manager in Albany.

A. M. Bellsnyder gave up his sales portfolio to become assistant manager of the enlarged Birmingham, Ala., plant.

## Building Cost Rise of 5 Per Cent Seen

Homebuilding costs will rise at least 5 per cent next year, according to Frank W. Cortright, executive vice-president of the National Association of Home Builders. He pointed out that building cost increases will be in steel, coal, transportation, taxes, and labor.

The NAHB spokesman also made these observations:

Metal building materials, now in good supply in most cities, will be in short supply by next spring.

Veterans won't be getting housing under the GI Bill in volume unless investors channel more funds into the GI 4-per-cent mortgage market. (He said relaxation of credit controls as contained in the new Defense Housing Bill would be a great help towards meeting the GI market demands.)

## Module Savings Urged for Defense

A way to save building materials in short supply because of defense requirements was offered federal government agencies recently by the American Institute of Architects, the Producers Council, and the National Association of Home Builders.

In a letter sent to the Conservation Division of the Defense Production Administration and to the principal federal agencies concerned with building, the advantages of modular coordination were spelled out by Glenn Stanton, A. Naughton Lane, and W. P. Atkinson, presidents of the three building groups.

These spokesmen called attention to the savings in materials that could be made if the wastage of materials in the construction process itself were eliminated.

A program that would require a systematic correlation of the dimensions of buildings and the unit sizes of the building products going into them would create more efficiency and less extravagance, the experts said.

These association men cited a congressional declaration in the Housing Act of 1948 in support of modular coordination, and the preparation of instructional manuals by the Housing and Home Finance Agency that enable architects and engineers to practice the new economic method of dimensioning systematized under the American Standards Association.

The call to endorse the principle of modular coordination and direct its application to the fullest extent in today's construction programs was sent to the U. S. Army Engineers, Navy Bureau of Yards and Docks, Department of the Air Force, Bureau of Standards, Housing and Home Finance Agency, Munitions Board, Public Buildings Service, Veterans Administration, and Public Housing Administration.

## Keen Teen Klub Is Popular Promotion

Partly to familiarize the younger generation early with the advantages of Westinghouse products and partly to stimulate store traffic and sales, the Richmond, Va., branch of the Westinghouse Electric Supply Company sponsored the Keen Teen Klub during the vacation months.

Girls became eligible for Klub membership by having their mothers attend a demonstration of a Westinghouse appliance.

Newspaper advertising announced the event. All 10 cooperating dealers placed banners in the stores and three dealers used radio spot announcements. Handbills were used in outlying areas.

More than \$3,000 worth of Westinghouse appliances were offered for door prizes. The ballroom stage of the John Marshall Hotel was presented as a complete kitchen, with demonstration aids.

The theme for the first day was "Summer Time—Fun Time," and featured summer cooking and picnic foods. Fashions shown included beachware and other sports ware.

The second day, "Time Out for Beauty—Let Electricity Do the Work" was stressed. Appliances shown included laundry equipment, ranges, home freezing units, and refrigerators. Time saved was used for lectures and demonstrations on skin care, make-up, and grooming tips.

The final meeting was "Let's Have a Party," with refreshment suggestions and fashions for "Keen Teeners' night out."

## Improved Silicone Resin

The Dow Corning Corporation, Midland, Mich., has developed a new silicone resin for manufacturers of masonry water-repellent finishes.

Called Dow Corning XR-129G, this new silicone ingredient is said to be more water-repellent and quicker-curing than any other comparable resin. It makes new or old masonry resistant to staining and efflorescence and eliminates rain-soaked interior walls and the spalling that follows the freezing of wet masonry.

Further information and a list of these manufacturers using the new resin will be sent on request by the Dow Corning Corporation, Midland, Mich.

# DELUXE Superlite<sup>®</sup> PANELS

## ELEVEN TWELVE COLORS

... available in 12 pleasing colors. Sheets come in solid colors, 4" x 4" tile effect, Leveline (horizontal lines on 8" centers). Leatherwood (a grained leather effect) is available in 4 colors.

## DURABLE BAKED FINISH

... baked on for extra lustre and extra wear resistance.

## ROUNDED-EDGE SCORE LINES

... give realistic deep shadow effect.

## LARGE SHEET SIZE

... up to 12 ft. long, reduces application cost ... and no premium for long lengths.

Superlite Panels are sheets of Masonite Presdwood, surfaced with a high-gloss, durable baked-on plastic finish in twelve colors. Available in sheet sizes 4 ft. wide, and from 4 ft. up to 12 ft. long. Finished four ways: solid colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in Leatherwood (a grained leather effect), in four colors and in sheet size 4 ft. x 8 ft.



LEATHERWOOD



TILE EFFECT



LEVELINE

Also available in plain sheets.

SUPERIOR WALL PRODUCTS CO.

4401 N. American St., Philadelphia 40, Pa.

"for more than a decade"



## RED CEDAR TUB USABLE 85 YEARS LATER!



Still usable! This bathtub, made in Astoria, Ore., about 1865 by a ship's carpenter, demonstrates the durability of Western red cedar. The modern home shown here also is paneled inside with red cedar. The versatility, practicality, and attractiveness of Western red cedar in homes today are pictured and explained in an attractive new booklet, "Where to Use Western Red Cedar Lumber." It is available from the West Coast Lumbermen's Association, 1410 S. W. Morrison Street, Portland 5, Ore.

## New Fire Ratings for Vermiculite

Several new fire ratings were recently issued by the National Bureau of Standards for vermiculite-plaster column protection and solid partitions.

The first is a 4-hour rating for steel columns protected with 1½" of vermiculite plaster over two thicknesses of ½" plain gypsum lath, the lath wrapped with a layer of 1" hexagonal mesh poultry netting. This supplements a previous 4-hour rating issued for a 1½" thickness of vermiculite plaster on metal lath.

A 3-hour rating was issued for a 1" thickness of vermiculite plaster on two thicknesses of ½" plain gypsum lath wrapped with poultry netting.

A 2-hour rating was issued to 1" of vermiculite plaster on a single thickness of ¾" perforated gypsum lath with no netting.

A 2-hour fire rating was issued to a 2½" solid studless partition with a 1" thickness of vermiculite plaster on each side of ½" gypsum lath.

A 1½-hour rating was issued for the same partition 2" thick. Such thin partitions effect substantial savings in space, dead load, and cost.

These partition fire-ratings meet many code requirements for protecting elevator shafts and stair-

wells. Ordinarily, a 2" partition with at least a 1-hour rating is required between individual apartments or other occupancies; while a 2-hour rating is needed for partitions around stairwells, elevator shafts, and exit ways.

The new vermiculite plaster ratings make it possible to meet these requirements merely by increasing the plaster thickness, instead of changing to another type of partition or material.

Detailed drawings of construction assemblies are available from the Vermiculite Institute, 208 South LaSalle St., Chicago 4, Ill.

## Steel Firm Moves. Donates Hospital

The Tennessee Coal, Iron and Railroad Company moved September 10 to a new building in Fairfield, Ala., eight miles from Birmingham and six miles from Bessemer. This consolidates offices formerly in the Brown-Marx Building and several other locations in Birmingham, Pratt City, and Fairfield, President A. V. Wiebel announced.

The new address for the firm is P. O. Box 599, Fairfield, Ala. Only the Department of Public Relations remains at 1429 Brown-Marx Building in Birmingham.

In connection with its new plant and as a benefit to the people of western Jefferson county, the Tennessee Coal, Iron and Railroad Company also recently presented



## COATED ASBESTOS SHINGLES DEFY CHURCH FIRE

Although fire raged for several hours in this new wood frame and stone structure of the Mt. Zion Presbyterian Church in Rose Hill, N. C., recently, the roof failed to ignite because it was covered with asbestos-plastic shingles. Only where building members burned through directly over the blaze did a portion of the roof collapse. The shingles that tumbled into the fire showed no evidence of fire damage. The shingles helped to confine the fire and eliminate the hazard of air-borne flame starters. The shingles were made fireproof by a coating of patented asbestos-plastic compound that does not melt or flow when heated, but forms an insulating skeletal mat by "puffing." Photo courtesy of the Philip Carey Manufacturing Company.



the 350-bed Lloyd Noland Hospital in Fairfield to a foundation. An additional sum of \$750,000 was donated for erecting and equipping an outpatient clinic building.

"It is a prideful privilege on the part of the Tennessee Company," Wiebel declared, "to contribute to our neighbors in Ensley, Fairfield, and Bessemer."

### Reynolds Metals Sponsor Radio and TV Shows

Radio listeners will enjoy "The Kate Smith Evening Hour" this season on a nation-wide television hook-up through the sponsorship of the Reynolds Metals Company. It will pay the first half hour of this show every other Wednesday.

Over the NBC radio network, the Reynolds firm will sponsor "The Big Show," featuring Talulah Bankhead, for the first half-hour every Sunday night.

These two shows, with potential audiences of 45,000,000 people, will reach more people with sales messages about aluminum products.

### 25-Year Honors for Three J-M Executives

Three top building-materials executives of the Johns-Manville Corporation have been inducted into the company's Quarter Century Club, which honors employees who have served 25 years or more.

They include L. M. Cassidy, chairman of the board and chief executive officer; H. R. Berlin, general manager of the building products division since 1946 and vice-president, and Vice-President R. S. Hammond, general sales manager of building products since 1947.

### Westinghouse Sponsors College Football on TV

Football fans will view the National Collegiate Athletic Association games over television this fall through the courtesy of the Westinghouse Electric Corporation. This advertising will promote appliance products.

To offer dealers tie-in advantages, Westinghouse offers free distribution of football handbooks. Window-display contests, special distributor-dealer meetings, and other features are being planned.

# SELLS ON SIGHT!

Amazing New

**ALUMINUM** **Keystone** **FRAMELESS TENSION SCREENS**

Easy to Install



Easy Handling



No Rust—No Painting



**LOW COST—  
LOW UPKEEP!**



NEW COLORFUL DISPLAY makes sales on the spot! More merchandising helps available including folders, newspaper ads, mats, etc., to help you cash in with Keystone!

It's a MONEY-MAKER for you—this revolutionary new KEYSTONE Aluminum Frameless Tension Screen! Cash in on today's great market—thousands of homes with double-hung windows need full length window screens. Keystone is the answer—a low cost, top-quality, new type of screen that appeals to your customers ... and sells fast!

You sell the COMPLETE screen, available in standard and special sizes. The user gives you width and height measurements and he can install complete unit in a few minutes. Sells on sight with these advantages: adjustable sill bar for tight fit on uneven windows, five strand selvage, easily replaced screening, low first cost and low upkeep, neat appearance.

Profits for You!

SEND COUPON FOR DETAILS!

KEYSTONE WIRE CLOTH CO.  
Dept. H-19, Hanover, Penna.

Without obligation, send me complete details, prices and discounts on NEW profit-making Keystone Frameless Tension Screens.

Firm.....

Attn. of.....

Street.....

City.....State.....

## Tree Planting at New High in South

With the tree planting goal set at more than 250 million seedlings, an all-time record in Southern reforestation is expected during the current season, according to a report released by Southern Pine Association.

Private industry sparked the reforestation boom in the South during the past season, the survey reveals. Of the 187,600,000 seedlings distributed from state nurseries last winter and spring, nearly 58 per cent were purchased by private companies.

The lumber industry bought nearly 21 per cent of seedling output during 1950-51; the pulp and paper industry obtained over 27 per cent, and other industries bought almost 10 per cent. In addition, lumber manufacturers planted over 6,000,000 seedlings grown in company nurseries or secured from other sources. The industry planted more than 44,300,000 seedlings on 52,000 acres of company-owned lands and distributed more than a million trees for planting by farmers.

Production totals for the various states during the 1950-51 season include: Louisiana, 37,204,750; Georgia, 35,311,266; South Carolina, 20,615,315; Texas, 17,678,910; Mississippi, 17,623,000; Florida, 16,525,255; Arkansas, 13,076,550; Alabama, 13,074,421; North Carolina, 8,369,000; Virginia, 4,213,475; Oklahoma, 2,260,000, and Tennessee, 1,563,475.

### Tree Enclosed in Clinic

The tree that grew in Shreveport is one up on "the tree that grew in Brooklyn." Rather than destroy a stately oak that stood on the site, builders of the Sanders Clinic, Shreveport, Louisiana, constructed the building around it and framed the attractive view in a picture window of insulating Thermopane. The tree goes through the roof.



H. C. Berckes, secretary-manager of the Southern Pine Association, emphasized that the survey results give an indication of how intelligent reforestation is tied in with scientific management and forest protection to assure the South's position as the top lumber producing region of the nation.

"During the past 25 years the South has supplied a third or more of the nation's annual lumber requirements," Berckes said. "With the present volume of tree planting plus other widespread reforestation methods, the South will continue to be America's chief warehouse for wood."

### Paper Mill in Oklahoma

Completion of a new paper mill for the National Gypsum Company in Pryor, Okla., is scheduled for December, according to Resident Manager Paul Dumas.

The 125,000-square-foot plant was started June 1. It is planned to serve National's gypsum board plants at Fort Dodge, Iowa; Rotan, Tex., and Medicine Lodge, Kan.

### Parker Leaves Roxdale and Forms Own Company

Jack L. Parker, who became well known in the wallboard industry as sales manager of Roxdale Building Products of New York, resigned to form his own firm, the Panelboard Manufacturing Company, Inc., of Englewood, N. J.



Jack L. Parker

The new firm manufactures tile-board, wood-grain finished hard-board, and wallboard accessories.

"In spite of shortages, our company has been able to obtain the finest and most modern machinery available for making its products," Parker said.

By a new process, Panelboard reproduces exactly such wood finishes as mahogany and walnut directly on hardboard sheets at low prices.

### Improved Hardware From Metal Curbs

Severe national shortages of critical metals will result in important long-range benefits, such as simplification of locks and builders hardware, according to A. Charles Amann.

As general sales manager of the Stamford division of the Yale and Towne Manufacturing Company, Amann made this comment at the opening of the National Builders Hardware Exposition at the Palmer House in Chicago, Ill.

"By carefully disciplining the apportionment of critical metals, and by simplifying the Yale line of contract builders hardware, Yale and Towne can produce and distribute such hardware in enough designs, sizes, and types of locks, trim, and finishing items to meet all normal architectural specifications for both residential and commercial building," Amann said.

"By maintaining a program of self-allocation of brass, it has been possible for Yale and Towne to re-

instate some products to its contract builders hardware line, thus rounding it out for more universal application. In addition, we are continuing a vigorous program of product development to make further additions to our contract hardware line.

"While the shortage of critical metals is a very serious obstacle to the fulfillment of all the current wants of our customers," Amann continued, "the future will find us producing simplified but, we believe, more than adequate lines of hardware both in contract and stock classes."

Another eventual advantage seen by Amann in the developing trend toward hardware simplification will be the opportunity afforded manufacturers "to publish template books on all standard products and place such books in the hands of architects and builders hardware specialists who will thus have at all times templates for every builders hardware product in the manufacturer's catalog."

Declaring that such books of templates will be another step forward in the direction of lowering the costs involved in the installation of locks and finishing hardware, Amann stated that Yale and Towne planned to develop such a service for its customers as soon as the metal situation becomes stabilized.

### Personnel Notes

**Carl I. Peterson** is the new state forester for Tennessee. He was promoted from assistant forester, which position he had held since 1925. His previous service was in North Carolina and with the U. S. Forest Service in the Sante Fe National Forest. He is a forestry graduate of Pennsylvania State College.

★ ★ ★

After six years as vice-president of the Aetna Steel Products Corporation in charge of sales, **C. G. Wollaeger** resigned to devote his efforts to his own enterprises, **Casings, Inc.**, and **Drywall Trim, Inc.** The two firms make steel casings for doors and windows, and also a new type of steel door and window casing.

★ ★ ★

**Edward J. Maroney**, who has served the **United States Plywood**

**Corporation** for 17 years and is now general sales manager, was recently made a vice-president. A director since 1938, he was manager of the Philadelphia branch from 1941 to 1943.

★ ★ ★

**J. P. Weyerhaeuser III** has been succeeded in the **Weyerhaeuser Sales Company's** Dallas, Tex., office by **R. L. Kiewel**. **Harry D. Crowther** has replaced **W. C. Bailey** in the Corpus Christi office.

★ ★ ★

The **Marquette Cement Manu-**

**facturing Company** recently promoted **James H. Howe** to its executive staff in Chicago as assistant director of operations. He will help supervise cement production at all Marquette plants. **Karl V. Hauser**, who has specialized in the study of kiln and grinding operations at the Des Moines plant, is now technical assistant on the operations department staff.

★ ★ ★

**E. P. Wilmsen** has joined **Portable Electric Tools, Inc.**, Chicago, Ill., as controller. **William C. Mac-**



**DON'T MISS SEEING...**

**Grani-lite**  
BAKED FINISH  
WALL PANELS

**...and DON'T MISS SHOWING THEM TO YOUR CUSTOMERS**



**...for QUICKER, EASIER SALES**

**Grani-lite Baked Finish Wall Panels** have proved to be one of those rare products that has made an instant and lasting "hit" with customers. **Grani-lite's** close resemblance to real polished granite, its new unusual colors, its four most popular patterns, and its better quality baked finish all account for its tremendous popularity. As a remodeling material for wall and ceiling installation, you'll find it a sure, fast seller just as soon as you start showing it. Because that's the kind of materials you're looking for, why not get started on **Grani-lite** right away.

**Ask Your Jobber to Show You Samples**

DISTRIBUTED Through  
LUMBER and BUILDING  
MATERIAL DEALERS

Manufactured by...  
**WALLACE MANUFACTURING CO.**  
10th and FAYETTE • NORTH KANSAS CITY, MO.

Lean, of the law firm of Zimmerman and Norman, has been made secretary of the company. **W. C. Hay**, formerly with Marshall Field and Company in Chicago, is now manager of the service and traffic department.

★ ★ ★

**Charles J. Soss** has been elected to the newly-created post of chairman of the board of the **Soss Manufacturing Company**, hinge manufacturing company in Detroit, Mich. **Samuel Soss**, vice-president in charge of sales and secretary, has succeeded him as president. **Stanley M. Disher** was made secretary and controller.

★ ★ ★

The **National Gypsum Company** recently promoted **Charles D. Harless** from commodity manager of the rockwool division to assistant district manager in New York. His former position is now filled by **Ralph E. Frank**. **Ernest A. Hekking** was made manager of the sundry mills division, and **Louis O. Reinig** is new commodity manager of gypsum roof deck sales.

★ ★ ★

**Leon Griffin** was recently made assistant to the senior vice-president of the **United Wallpaper Company**, Chicago. His former position of sales manager of the Nancy Warren division has been filled by **Allin C. Bears**.

★ ★ ★

**John P. Schlick**, treasurer of the **United States Plywood Corporation**, New York City, has been elected a director.

★ ★ ★

The **Baldwin-Hill Company**, Trenton, N. J., maker of insulating materials, has appointed **J. L. Mohun** as division manager of industrial insulation sales. He is at the new sales office in Houston, Tex.

★ ★ ★

**W. D. O'Morrow** has been named sales manager of the **Alsynite Company of America**, San Diego, Calif. As founder of the O'Morrow Corporation in Los Angeles, he pioneered as Alsynite's first distributor. His first objective in his new position is to expand Alsynite's network of dealers and distributors.

★ ★ ★

**Walter J. Cyr** has been advanced from assistant trade sales manager to assistant to the general sales manager of the Stamford Division of the **Yale and Towne Manufacturing Company**.

His former position has been filled by **Van A. Waldron**, former New England sales representative.

★ ★ ★

**Edward A. Phoenix** has been appointed to the newly-created post of manager of the market surveys department for the **Johns-Manville Corporation**, New York City. The objective of the new department is to assist in market development plans for all J-M

products and to study and analyze markets and distribution methods.

★ ★ ★

The **Western Pine Association** has appointed **Robert A. Crowe** as representative in the states of Delaware, Maryland, New Jersey, and Pennsylvania. He is a forestry graduate of Pennsylvania State College. He will serve retailers, architects, and other users of Western pines in this area.

## **Southern Pine Association Aims All Resources to Help Sales by Dealers**

"ANY MERCHANDISING plan in the interest of Southern pine products must consider the function of the retailer as an important factor in the final decision of lumber buyers," Tom DeWeese, chairman of the Trade Promotion Committee of the Southern Pine Association, pointed out last month in announcing the group's more intensive and extensive trade promotion plans.

Explaining that dealer groups had sought SPA's help in promoting quality lumber, DeWeese reported that "the committee felt that nothing should be left undone to cooperate with dealers.

"Favorable attitudes of homeowners, farmers, specifiers, and others toward quality Southern pine is just as important to the dealer as it is to our subscribers, who are the lumber manufacturers."

Secretary - Manager **H. C. Berckes** was authorized to make fullest use of the SPA staff in New Orleans and in the field in exploring opportunities for close work with dealers. Since then, staff members have been visiting with dealers in cities where special marketing problems are encountered.

The SPA committee made recommendations and appropriated a special fund to protect the market for grain doors made of wood, which involves a potential need of 100 million feet of Southern pine a year. SPA staff members have been making personal contacts with railroad officials, elevator operators, and others. The first in a series of advertisements for grain and railway magazines is scheduled for October. Literature emphasizing advantages of the wood door for grain structures is being distributed.

An SPA subcommittee on the

grain door problem includes: **M. A. Mummert**, **M. A. Mummert Company**; **W. Temple Weber**, **Southern Pine Lumber Company**, and **H. L. McNeill**, **Kirby Lumber Corporation**.

The tremendous need for wood boxes and crates for defense as well as by industrial users is such that the SPA committee recommended development of a program designed to assure protection of this important market for Southern pine. A folder is being distributed to call to the attention of industrials and others the availability of a helpful SPA booklet on box and crate construction.

Government requirements and specifications are considered by the committee as a major concern



**C. R. Frazier** has joined the trade promotion staff of the Southern Pine Association, New Orleans. He has spent 19 years in the lumber industry and until recently was Northeastern inspection supervisor for the Southern Pine Inspection Bureau. His new duties will include helping dealer groups in merchandising campaigns.





Charles W. McBurney, above, is the new publicity director of the Southern Pine Association. He edited both the campus newspaper and magazine at the University of Alabama, earned an M. S. degree in journalism at Columbia University, and did publicity work for the American Petroleum Industries Committee. He was assistant advertising manager for the Alabama Power Company before H. C. Berckes tapped him for the new SPA position.

in Southern pine trade promotion. Since many faulty specifications exclude Southern pine, the committee said that it was imperative to have SPA field men call on government agencies in Washington and at installations elsewhere.

For this work, the committee authorized the employment of an additional field man, C. R. Frazier, for 11 years with the Southern Pine Inspection Bureau, joined the Southern Pine Association trade promotion staff in August. Since then he has concentrated on special projects of specifications and has been assisting dealers in three cities with special merchandising problems. He will call on specifiers in various sections of the country.

Another SPA staff member, Charles W. McBurney, also began work in August, preparing publicity on Southern pine.

The committee voted to continue furnishing salesmen the best available literature and other material to acquaint them with the merits of Southern pine. The committee also emphasized the need for meetings with sales representatives to review local problems.

Major projects of technical education, publicity, and general pro-

motion were approved by the committee. These will include a motion picture on the industry; a new edition of "Modern Timber Engineering"; publication of "The Southern Pine Story," written by Stanley F. Horn, and distribution of a book on glued laminated lumber.

In addition the Southern Pine Association is working out details of a project to label lumber with its well-known Seal of Service. This mark would be used on quality Southern pine, to give it a special identification.

The committee recommended study of several special projects.

Ways by which crooking can be minimized are being explored.

Careful examination is being given the opportunities for promoting Southern pine for window and door frames, and for exterior trim.

A study also is being made to determine how the promotion of treated Southern pine could be most effectively handled.

As a guide to subscribers, a list of plants equipped with treating facilities is being prepared. In addition, consideration is being given to questions relating to specifications for treated lumber.

# One order!

## Now...

**ONE ORDER**  
**COVERS YOUR**  
**NEEDS FOR BOTH**  
**ASPHALT AND**  
**ASBESTOS PRODUCTS**

**The Asbestos Line includes:**

ASBESTOS SHINGLES	DUTCH LAP HEXAGONAL TRADITIONAL STRIP
ASBESTOS SIDING	WAVELINE SHINGLES STRAIGHT EDGE SHINGLES
ASBESTOS WALLBOARD	UTILITY FLEXIBLE

**For 31 Years... Manufacturers of Quality Asphalt Roofing and Siding.**  
**AMERICAN ASPHALT ROOF CORPORATION**  
 Kansas City    East St. Louis    Salt Lake City    Fort Worth



# LUMBER OUTLOOK

"EVIDENCE of a softening lumber market can be found in the decrease in shipments and new orders, coupled with a build-up of lumber stocks at the mill, and a gradual decline in average wholesale lumber prices. Direct and indirect military requirements for lumber have not yet taken up the slack in demand created by the credit restrictions on housing."

That was the conclusion of R. A. Colgan, Jr., chairman of the Lumber Survey Committee, in making the group's report to the Secretary of Commerce on the second quarter's lumber output and market. The same tendencies prevailed through the third quarter, but indications in many states now are that the lumber market has firmed up a bit for several reasons.

These include the loss of production due to woods fires in recent weeks. A return almost to normal lumber stocks again by many retailers. The pick-up in housing starts prompted by the easing of mortgage payments and the return of mortgage funds in some Critical Defense Areas.

**THE NATIONAL** Lumber Trade Barometer for the week ending September 22 revealed lumber production was 14.7 per cent below the corresponding week in 1950. Measured against production, shipments were 8.7 per cent less, and new orders were 4.6 per cent less.

For the year to date, compared with that part of 1950:

Southern pine production reached 97%; shipments, 88%; orders, 86%.

Douglas fir production reached

105%; shipments, 102%; orders, 92%.

Western pine production reached 99%; shipments, 91%; orders, 91%.

In recent weeks, however, Southern pine orders have paced ahead of the 1950 business, and away from the comparative records of other species.

**THE BLS WHOLESALE** price index for August showed that building materials continued their summer-long slide. The composite price factor was at 222.6, compared with 223.8 in July; 225.6 in June—and 206 for the year 1950.

Prices of brick and tile, plumbing and heating, and other building materials inched up a mite during August. Lumber prices dropped from 347.1 in July to 342.8 in August. Paints and paint materials slipped from 159.1 to 158.0. As a whole in September, building material prices in the South were leveling off, according to BLS reports.

**NRLDA'S** monthly survey of retail lumber stocks and sales for July showed that (a) stocks were 5.2 per cent greater than a year before, but 4.2 per cent less than for June; (b) sales were down 4.1 per cent from June and 14.8 per cent from July, 1950; (c) preliminary stock totals for July amounted to 5,362 million board feet.

Speaking at the annual meeting of the Western Pine Association last month, the president of the American Box Corporation said that the effects of defense work and recent credit control relaxations will be felt by early '52. He pointed out that the lumber market is now well below OPS ceilings, "and there isn't much need for price control. When the expected market upswing occurs, he added, price control might become effective."

The Western Pine Association adopted some important grading rules that were made effective October 1. 4/4 Shop has been separated into two grades.

Standard moldings now will permit such defects as are usable for both interior and exterior trim. Allowable lengths remain the same. (The change was made to eliminate



DECK MAN

confusion with larger defects in bevel siding, to which previous rules were linked.)

Now 4/4 No. 1 Shop may be 4 inches wide and wider. Each piece must contain 50 to 70 per cent of cuttings described in 4/4 Factory lumber rules.

Now 4/4 No. 2 Shop is to consist of Shop type pieces which contain not less than 33.3 per cent cuttings of the size and quality permissible under the 4/4 No. 1 Shop rules.

**THE INCREASE** in railroad freight rates that became effective August 2 has drawn another interpretation by the Office of Price Stabilization. This third interpretation reiterates the first one, which established the general rule that sellers may add freight increases to their GCPR ceiling prices only where a ceiling price was established on an f.o.b. basis or where the ceiling price, in limited situations, is a delivered price reflecting the actual cost of freight. Since most retail dealers buy on a delivered basis, there should be no increase in cost to them above the ceilings of their suppliers.

**RESTRICTIONS** on the use of critical metals in construction need not delay or prohibit the continued expansion of homebuilding, the National Lumber Manufacturers Association joins NRLDA's President Clyde Fulton in emphasizing.

According to NLMA, "the problem facing the homebuilder now is how to stretch his allowed use of critical metals. The answer lies in wood! Plumbing and electrical systems will continue to depend largely on the metals; but traditionally the United States has built substantial homes with lumber and lumber products. New and improved methods of engineering in wood, better and more rapid seasoning facilities, ready availability at the retail lumber yard, and the development of modern finishes and paints—all these make wood increasingly attractive as the No. 1 Home Building Material."



LUMBER STACKER



**TAMPA, FLA.:** Supreme Bojumn John Dolcater entertained Tampa Cats and retiring officers of the St. Petersburg club recently at his Madeira Beach home. Entertainment was a softball game between the Tampa Duds and the St. Pete Blanks, which Tampa won 89-88. Following the game, Herman Rosenberg was elected president for the coming year. Vice-president is Robert E. Mygrant; secretary, W. R. Davis, Jr., and treasurer, James M. Branch, Jr. W. W. Logan, Sr., Harry Frank, Charles Del Valle, Hubert Almand, Jr., and Harry White are directors.

**ATLANTA, GA.:** Don Maffett has succeeded J. Ross Hanahan as president of Atlanta Hoo-Hoo Club No. 1. Other officers elected at a dinner meeting on September 17 are: vice-president, Gilbert Rosenthal; secretary, Donald L. Moore; treasurer, Carl Harbin. The new directors include George Currie, Howard Sikes, Robert Lummus, Jr., Lowell Dowdell, and Sage Hardin, Jr.

**DAYTONA BEACH, FLA.:** Another Hoo-Hoo club for Florida! Club 136, for Volusia county, recently held its organizational meeting here at the Ridgewood Hotel, owned by President Fred Summerlin. Supreme Bojumn John Dolcater presented the charter. Much credit for this chapter goes to Vicegerent Snark Tom Mitchell, Daytona Beach.

**ST. PETERSBURG, FLA.:** New officers for this group were selected at the September meeting. Gray Eckles is president; George Allen, Jr., vice-president; Edwin L. DeCamp, secretary, and Lorin Smith, treasurer. The directors include Leonard Gregory, James Reber, Boyce Presnell, and Floyd Bauman.

**BOGGY SLOUGH, TEX.:** The new Eastern Texas Hoo-Hoo Club recently added 38 Cats to its ranks! This record concatenation was held deep in woods belonging to the Southern Pine Lumber Company, Diboll. Such prominent Hoo-Hoo leaders as Lynn Boyd and Ben Springer were present.

**MIAMI, FLA.:** The "Bills" seem to have run off with all the leading offices in this club. At the September 11 meeting at Harvie's Restaurant, William Long was chosen president; William Wightman, vice-president; William Brady, secretary, and William Peoples, treasurer. Fred Grooms was made honorary director, to serve with Directors George Stuyverson, Gillun Davis, Sr., Worth Cooper, Robert McMichael, and Victor Renuart.

**HOUSTON, TEX.:** Bill Russell recently succeeded M. R. Erwin as president of Hoo-Hoo Club 23. Bill Whitridge moved up from secretary-treasurer to vice-president, and his old office was filled by Bob Thweatt. Bill Allison, Al Brown, E. B. Meroney, Bill Milstead, Kenneth Manning, and Tony Boesch are new directors. A group of Kittens was sworn in by

a Degree Team, for the benefit of the local television audience, on "Houston Today."

**SAVANNAH, GA.:** In appreciation of the good work the officers of this new club have done, the Cats re-elected the whole slate for a full term. Sharing this honor are Penn Waller, president; Clarence A. Williams, vice-president; David Scales, secretary, and Robert Ingram, treasurer.

**DALLAS, TEX.:** Club 75 also has new officers. T. R. Hodson is president; Vann Lamb, vice-president; B. H. Buchanan, secretary-treasurer, and Onnie Clem, assistant secretary-treasurer. Directors are B. F. Sellers, John R. Darnell, Roy Pender, L. G.

Pattillo, W. H. Roberts, Chester Dodd, John Moore, Mitchell Wyche, and Warren Law.

**ORLANDO, FLA.:** New officers were elected for the Central Florida Hoo-Hoo Club at the September meeting at A. J. Thomas' camp. John W. Rourke is vicegerent snark; Tom A. Brotherson, president; Max J. Millitzer, vice-president; Fred A. Perroux, secretary, and J. D. Letton, treasurer.

**JACKSONVILLE, FLA.:** One-third of the Jacksonville group attended the national convention in Miami Beach. Prior to the occasion, a large number of Kittens were concatenated to make them eligible to attend.

# STAR PERFORMER

## FOR BOOSTING Remodeling SALES and PROFITS

**8 out of 10 commercial and residential remodeling jobs need Wal-lite Baked Finish Panels for the walls and ceiling of one or more rooms. Don't miss that business . . . sell Wal-lite as part of the job. You'll find Wal-lite a "Star Performer" in the sales room and on your customers walls and ceilings.**

**9 Tested Colors**

All colors tested and preferred by our dealer's customers everywhere. Select your stock from White, Azure Blue, California Apricot, Spring Green, New Ivory, Sunny Yellow, Pearl Gray, Persian Red, and Ebony Black.

**4 Most Popular Patterns**

For modern decorative effects choose your stock of Wal-lite colors in patterns of: Smooth Surface, Tile Pattern, Parallel-line, and Streamline.

**Ask Your Jobber for Samples**

## Wallace

### MANUFACTURING CO.

10th and Fayette, North Kansas City, Mo.

FACTORY

MANUFACTURER'S  
REPRESENTATIVE

DISTRIBUTORS

## Currie Advances by 'Knowing Your Competition'

**TO BE** a success in selling—at any level—you should be as thoroughly acquainted with your competition as with your own line. This is what George F. Currie has learned and practiced since he entered the building materials industry in 1919, and this is one big reason why he has advanced into the position of a successful manufacturers' agent.

Currie started as a one-man direct factory representative for the 50-year-old Keystone Lime Works, Inc., of Keystone, Ala., in the states of Georgia and Tennessee in 1947. And his is still a one-man sales organization, although his business is listed as George F. Currie and Company, with headquarters in the Buckhead Theater Building in Atlanta, Ga.

However, he hopes soon to expand his organization by two salesmen to cover better his large



George F. Currie

territory that includes North Carolina, South Carolina, Tennessee, Alabama, Georgia, and Florida. To his present five diversified factory accounts, Currie plans to add the products of two more manufacturers selling through sash-and-door jobber channels.

Currie's accounts now include the original Keystone Lime Works, manufacturers of all types of chemical and structural lime and Keymortar masonry cement; the Turner and Seymour Manufacturing Company, of Torrington, Conn.; Ez-Way Sales, Inc., Saint Paul Park, Minn., and the Supradur Corporation, New York City.

Currie sells Hialift sash balances, made by Turner and Seymour, and Ez-Way stairways exclusively through sash and door jobbers in the six Southeastern states.

The chain products of the Smith and Egge Division of Turner and Seymour—chain for sash, cable, furnace, jack, universal, register, and transom—are sold through mill supply jobbers.

Born in Nashville, Tenn., George Currie soon moved to Ohio. He forged through grade and high schools and two years of college there before "the love bug bit me and I had to go to work." His first job was with the Missouri Pacific Railroad in St. Louis, Mo., as private secretary to the general traffic manager.

After World War I, Currie joined the Certain-teed Products Corporation as salesman in southeastern Missouri and Arkansas. Here he received his first experience with jobber distribution by traveling with jobber salesman via horse and buggy in the White Mountains, wherein Harold Bell Wright wrote his popular novel, "Shepherd of the Hills."

Because he "knew his competition and own product, too," Currie was promoted to assistant sales manager of the St. Louis office and then to the Nashville sales managership. In 1925 he left this Certain-teed post to join the Lehon Company, Chicago manufacturers of Mule-Hide asphalt roofing and waterproofing products. He served



**F**amous TANDROTINE has been returned to the market by popular demand! TANDROTINE is recommended wherever a high grade paint, enamel or varnish thinner is required.

Preferred by professional painters and homeowners alike, TANDROTINE has a high flash point, pleasing odor and is non-irritating. It's excellent for thinning, cleaning brushes, removing paint and grease, dissolving wax and a hundred other household uses.

TANDROTINE is a high grade product . . . as fine a thinner as any on the market and selling for a very economical price! Get new profits, bigger sales . . . Stock TANDROTINE today!



with Lehon for 16 years as salesman, East District manager in Buffalo, N. Y., and as Southeastern district manager in Atlanta.

"When my company offered me the position of assistant general sales manager in Chicago, I resigned because I had had all I wanted of that Nawth country!" Instead, Currie became manager of the Building Material Division of Randall Brothers, Atlanta retailers and wholesalers in 1936. At the same time he joined the Druid Hills Golf Club, where he still pursues his hobby of "a poor game of golf."

Recalling his venture into factory sales representation, Currie said that "I started in the middle of the second World War, at a time when no manufacturer was looking for sales representation, contacting manufacturers of building materials. I probably contacted 50 manufacturers and referred them to the many top executives in the industry with whom I had made friends in nearly every state east of the Mississippi river."

"In 1946 I began to get many offers of lines, so I left Randall Brothers in 1947 with the Keystone Lime Works as my first account."

Regarding his procedure as a manufacturers' agent, Currie said he attends the sales meetings for salesmen of his jobber customers regularly. "This is a 'must' when your line is first placed with the jobber, as it is absolutely essential that the jobber's salesmen are thoroughly acquainted with your line in every detail. They should know its quality, superior features, price level, merchandising policy, and its competition."

"The latter is most important: Every salesman should be as thoroughly acquainted with competi-

tive lines as he is with his own brand."

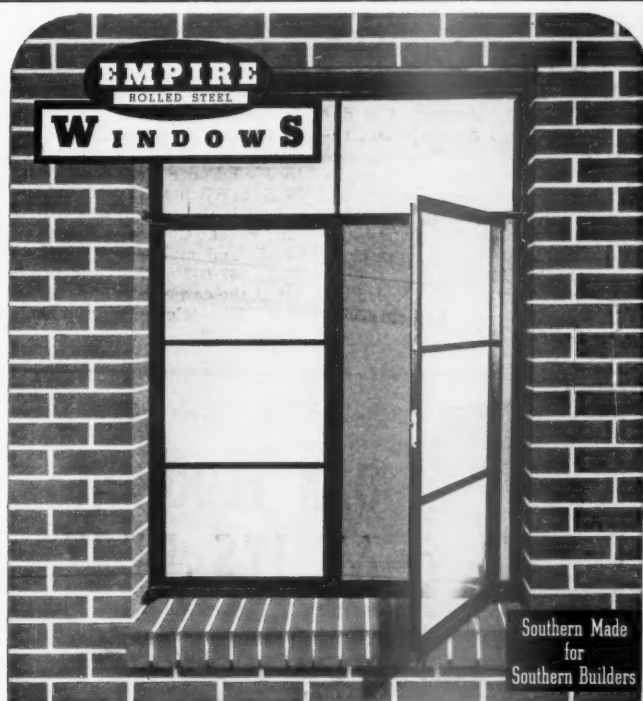
George Currie has long been a booster of the International Concatenated Order of Hoo-Hoo, and recently was elected a member of the board of directors of Atlanta Hoo-Hoo Club No. 1. Mention a "concat" (initiation meeting) to him and he'll drive 400 miles to be on hand!

He also is a 32nd degree Mason and Shriner, a member of the Buckhead Lodge of the Benevolent Protective Order of Elks, the

Carolina Lumber and Building Material Exchange, and the St. Philip Episcopal Church in the Georgia capital.

Domestically speaking, this factory representative says that "I live with my original wife at 3181 Mathieson Drive, N. E., in Atlanta, and have two married daughters. One lives in Atlanta and the other in Miami. Between them they have blessed Mrs. Currie and myself with three grandchildren."

So it's George F. Currie and Company, in more ways than one!



## A Complete Line of Finer Windows

The Empire Line of Steel Windows offers opportunities to dealers to handle a steel window product which is rapidly growing in favor with Southern users. This line of windows, properly engineered, accurately and sturdily built, is bonderized to produce a better window, yet sells at competitive prices.

Write for literature.

Residence Casements •  
Architectural and Commercial  
Awning Windows • Commercial  
Projected Windows • Pivoted  
Windows • Security Windows

## DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

### Dealer Freed From Truck Overload Penalty

Circuit Court Judge Claude Ogilvie, of Jacksonville, Fla., recently ruled that a part of the state motor vehicle act requiring truckers to pay penalty charges for over-weight cargoes is unconstitutional.

The ruling was made after F. W. Darby, Jacksonville lumber dealer, had brought an injunction against a sheriff who seized a company truck when the lumber firm refused to pay excess weight fees of \$356.



## National Directors Convene in Chicago

The annual meeting of the Board of Directors of the National Retail Lumber Dealers Association this month will be held away from Washington, D. C., for the last time before VS day, at least. The retail dealer leaders will gather at the Drake Hotel in Chicago, Ill., October 21-26.

Although the meeting is primarily for business conferences, several social and entertainment events have been planned for the wives of the directors and other dealers who attend this annual meeting.

Special train sections are being planned from both Houston and Atlanta for Southerners. Get details from local association secretary.

The NRLDA Executive Committee will meet Sunday, October 21.

The managers of the federated associations and the several national committees will meet Monday, October 22.

District meetings with Executive Committeemen will be held Tuesday, October 23.

# ASSOCIATION ACTIVITIES

The Board of Directors will meet on Wednesday, Thursday, and possibly Friday if the agenda requires prolonging the conference on association policies and dealer problems.

## Georgia Association Office in New Location

The office of Joseph G. Rowell, counselor to the Building Material Merchants of Georgia and also the Southern Woodwork Association, was moved on September 15 from 1925 Ponce de Leon Avenue, N. E., to 1050 Ponce de Leon Avenue, N. E., in Atlanta, Ga.

This is the address of the Briarcliff Hotel. Counselor Rowell will reside and maintain his office in Suite 607-608 of this residence hotel at the corner of Highland Avenue. His telephone number is ELgin 5329.

## Check Date for Your Convention

**OKLAHOMA** Lumbermen's Association. October 15-17. Municipal Auditorium, Oklahoma City. Exhibits.

**NATIONAL RETAIL** Lumber Dealers Association. Annual meeting. October 22-26. Drake Hotel, Chicago, Ill.

**NATIONAL PLYWOOD** Distributors Association, Southern section. November 17-20. Soreno Hotel, St. Petersburg, Fla.

**DEALER MANAGEMENT** Clinic. November 27-December 1. University of Tennessee, Knoxville, Tenn. Sponsored by Tennessee Building Material Association.

**WEST VIRGINIA** Lumber and Builders Supply Dealers Association. January 7-8. Daniel Boone Hotel, Charleston.

**KENTUCKY** Retail Lumber Dealers Association. January 14-16. Brown Hotel, Louisville.

**SOUTHWESTERN** Lumbermen's Association. February 6-8. Municipal Auditorium, Kansas City, Mo.

**MIDDLE ATLANTIC** Lumbermen's Association. February 6-8. Chalfonte-Haddon Hall, Atlantic City, N. J.

**VIRGINIA** Building Material Dealers Association. February 13-15. Roanoke Hotel, Roanoke.

**MISSISSIPPI** Retail Lumber Dealers Association. February 17-18. Buena Vista Hotel, Biloxi.

**CAROLINA** Lumber and Building Supply Association. March 18-20. Textile Hall, Greenville, South Carolina.

**LOUISIANA** Building Material Dealers Association. March 19-20. Jung Hotel, New Orleans.

**TENNESSEE** Building Material Dealers Association. March 25-27. Hermitage Hotel, Nashville.

**FLORIDA** Lumber and Mill-

## OAK FLOORING AT ITS BEST

We are in a position to ship Oak Flooring with Air Dried Yellow Pine Boards. Also K. D. finish molding and all pattern stock in pool cars.

Block Flooring—6¼" and 9"  
to be laid in Mastic.

**HURTSBORO OAK FLOORING CO., INC.**

PLANT AT  
HURTSBORO, ALABAMA  
Phone 129



work Association. April 16-18. Tampa Terrace Hotel, Tampa.

**GEORGIA** Building Material Merchants. April 23-25. General Oglethorpe Hotel, Savannah.

**TEXAS** Lumbermen's Association. April 20-22. Municipal Pier, Galveston.

### **Bill Milstead Honored by Houston Dealer Body**

A steak dinner honoring W. B. (Bill) Milstead served as the September meeting of the Retail Lumber Dealers Association of Houston, Tex. Milstead was honored as a "successful horseman," as president of the Lumbermen's Association of Texas, and as director and past-president of the Houston association.

Full-color movie highlights of the Southwestern conference of football teams of 1950 amused the lumber dealers. Major J. Griffin Chapman, who served five years on General MacArthur's staff, gave first-hand information about Korea, Japan, and the Far East.

### **Carolina Dealers Posted on Controls**

State sales taxes; federal construction, price, and wage controls, and business prospects were the major items discussed at a special one-day meeting of lumber and building material dealers at the Hotel Charlotte in that North Carolina city on October 3.

Although the meeting was held by the Carolina Lumber and Building Supply Association, it was attended also by many dealers and industry men who are not members of the two-state organization, bringing the total number of persons present to 150.

Participating in the discussion and reporting sessions were Edward H. Libbey, secretary of the National Retail Lumber Dealers Association; Henry Munnerlyn, NRLDA Executive Committee member, of Bennettsville, S. C.; William T. Spencer, NRLDA dealer-director, of Gastonia, N. C.; J. C. Cauthen, president of the dealer association, of Rock Hill, S. C.; Maurice Garner, secretary-manager of the group, and C. T. Parsons,

editor of *Southern Lumber Journal*.

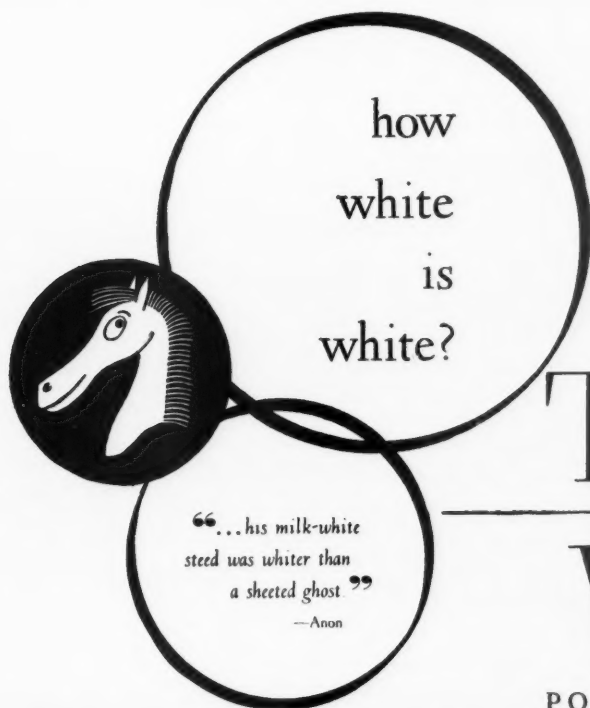
Munnerlyn reported on national industry conditions as gleaned at a recent New York committee meeting. Spencer tabulated a report on regional conditions for the NRLDA annual meeting in Chicago.

### **Fifth 30-Day Course Slated at K. C. U.**

The Southwestern Lumbermen's Association will continue its 30-day courses in building materials merchandising next year in cooperation with the University of Kansas City. The fifth course is scheduled for January 28 through February 29.

During the past four years, 80 per cent of the students used G. I. benefits. These benefits were ended last July for World War II veterans.

At the request of association members, the school was scheduled so that students can attend the 64th convention of the Southwestern Lumbermen's Association and then start school the following Monday.



Sell Trinity White—the whitest white cement.

Trinity White is a true portland cement. It meets all Federal and ASTM specifications. Sell Trinity White for architectural concrete units, terrazzo, stucco, paint, ornamental work, tilesetting, etc. When ordering ask for it by its full name Trinity White—it's widely advertised to your trade.

Trinity Division, General Portland Cement Co., 111 W. Monroe St., Chicago, Republic Bank Bldg., Dallas, 816 W 5th St., Los Angeles.



# Trinity White

PORTLAND CEMENT



## FACTORY-BUILT DUPLEXES *rent easily*

**THE POPULARITY** of Knox-built duplex homes seems to face no limit because—as can be seen in the accompanying picture—they offer an outside appearance of a broad home that blends well with individual houses in Southern residential developments in cities of all sizes.

In Atlanta, Augusta, Waynes-

boro, and Thomson, Georgia, and in the H-bomb project area of South Carolina, Knox duplexes are going up like morning glories and renting like hotel rooms during a home-coming football week-end!

Knox duplex homes are factory-built in three sizes—with one, two, or three bedrooms in each of the

duplex units. However, the two-room model shown on this page is most popular because it meets the space requirements and budgets of most tenants. Incidentally, so far, all Knox duplexes have been sold for rental in housing projects.

These modern residential units range in rentals from \$50 to \$75 a month, depending upon number of bedrooms and city location. In the 444 units already erected, there are no vacancies.

Fifty-six of the Knox duplexes are in use in Perkerson Woods, a new development in southwest Atlanta.

In Augusta, in the newly-developed Fleming area, 100 duplexes comprise the Richmond Apartments, another 50 the Fleming Homes, and under construction nearby are 54 duplexes that will comprise the Georgian Apartments. Grading, landscaping, and accessibility to schools, churches, and community shopping make these units highly desirable for low-income or transient families.

In Waynesboro, Ga., 20 of the duplex units enjoy 100-per-cent occupancy—as do the 12 units in Thomson, Ga. One of the latter is occupied by Mrs. K. Knox Withers, sister of the famed Knox brothers, fabricators of Knox Homes, and advertising manager of the firm.

She says that the rockwool insulation, located between the factory-applied gypsum board interior and plywood sheathing of the duplex walls, kept her apartment 10 degrees cooler than outside during the hot summer—and should hold the heat inside equally as well this winter.

The duplexes are of brick veneer



## Penta COMES BEFORE PAINT

When your customers ask for paint or lumber for those home repair jobs, be sure to show them your display of PENTA WATER REPELLENT PRESERVATIVE in the handy pint, quart and one-gallon cans. It's ideal as the "before-paint" treatment wherever wood is exposed to moisture, rot or insect attack.

You can truthfully tell them, "Apply PENTA WATER REPELLENT PRESERVATIVE before you paint, and this job will last three to five times longer at minimum additional cost." Write today for sales helps and suggested uses.

**CHAPMAN**

**CHAPMAN CHEMICAL CO.**

707 Dermen Building

Memphis 3, Tennessee



and wood framing. The roof is asbestos shingle. The floors are hardwood. The windows are double-hung wood, with aluminum screens. The interior has carefully selected wallpaper and stained woodwork. The latter is easy to care for, and the stained doors take a fine polish.

Members of some City Planning Boards have approved the construction of Knox duplex homes in

new developments because "they can be scattered through a large area with many homes built in adjoining streets so they help make a nice residential pattern and attractive neighborhood."

With such rental units available, temporary residents are absorbed and fitted into a community of home-owners with pride, and make better citizens in many instances.

### Closer Dealer Tie-In With USG Publications

Commemorating two anniversaries next year—the 50th of the company and the 10th year of its publications program—the United States Gypsum Company plans to offer dealers greater advertising power through the two USG magazines.

These two 16-page magazines, *Popular Home* for city markets and *The Business of Farming* for rural readers, are issued eight times a year. They have a combined circulation of 6,000,000.

During 1952, remodeling, fix-up, and paint-up stories will be emphasized. Through popular demand, the publications will offer more build-it-yourself and how-to-do-it articles and more advice on interior decorating and financing. The farm publication also will contain a series of articles telling how to make farm buildings more profitable by modernization.

The United States Gypsum Company can mail magazines to any post-office in the country, with the dealer's name printed on both front and back covers.

*On the right track for Greater...*

**Sales and Profits**

*"Premier"*

**ALUMINUM**

**MOULDINGS**

**METAL TRIMS, INC.**

BOX 1072, YOUNGSTOWN 1, OHIO



*Write  
for Catalog  
and Prices*



# Ornamental Iron Is Always in Demand

## PORCH POSTS



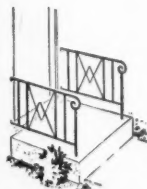
America's most popular porch post is *ornamental iron*—and Coffman's porch posts in stock sizes from 7'0 to 8'0 (and special heights) are easy to buy, easy to sell. You make a good profit from happier customers.

## DOOR GRILLES

America's most popular screen door grilles are *ornamental iron*—Coffman designs are original, of recognized top quality, and in wide range of stock sizes.



## RAILINGS



Obviously, Coffman stock size railings are less money than custom sizes; and makes possible poured-in-place construction, an extra saving, a better job.

Easy to Carry  
a Complete Line  
of Ornamental Iron

in

STANDARD  
STOCK SIZES

Are YOU a Coffman Dealer? If not—  
you'll want to know about this easy-  
profit line. Write for FREE catalog.

**The R. G. Coffman Co., Inc.**

P. O. Box 1113, Dept. SBS  
ORLANDO FLORIDA

## Wallpaper Study Group for '52 Named

To help develop plans for the 1952 National Wallpaper Institute at the University of Houston, Texas, the following committee of students from the successful session last month have been named: Mrs. J. J. Head, Huntsville, Tex.; Lorie Finley, Jacksonville, Tex., and O. H. Ward, San Antonio, Tex.

More than 100 students from 61 Texas cities and eight other states attended the last institute in Houston, September 3-7. The institute combined class lectures, forum discussions, and workshops conducted by national and local authorities on wallpaper, furniture, drapes and rugs, advertising, merchandising, and salesmanship.

One of the principal speakers from industry was Frank P. Connolly, president of John W. Masury and Son, Inc., Baltimore, Md., paint manufacturers.

The 1952 National Wallpaper Training Institute will be held at the University of Houston beginning, as usual, on Labor Day.

## WALLPAPER USES

(From page 57)

mind her that the pattern should reflect the atmosphere she and her family like best—formal or informal, elegant or casual.

The pattern chosen should feature colors that the family will not tire of soon. When a room is to be completely covered with wallpaper, it is wise to see a sample of the paper in the room under all lighting conditions and to see how well it blends with other furnishings.

Many modern wallpapers are now stainproof and can easily be washed with soap and water to remove lipstick, grease, soot, and crayon marks. This is especially practical for children's rooms.

Other wallpapers have adhesive backing to facilitate its application. It needs only to be dipped in water before being hung.

One building supply dealer—who enjoys a profitable wallpaper business—likes to convince his customers that there is "decorating magic in the use of wallpapers." Papers can make a narrow room seem wider; a small room seem larger; and a high ceiling seem lower. Horizontal patterns add

width; vertical patterns, height. They can brighten dark halls or tone down a sunny area.

Bright colors divert attention from out-of-date fixtures, particularly in kitchens and bathrooms. A bright pattern also takes the coldness from all-white kitchen appliances and cabinets.

The pattern of wallpaper can even change the structural appearance of a room—by emphasizing the good points and minimizing the bad ones.

In many new homes of more modern architecture, wallpaper is being used on one wall of a room, on ceilings, or in small amounts to dramatize a fireplace or book shelves.

One decorator put wallpaper on the risers of a staircase, and a border above the room-opening through which the staircase was visible.

The versatility of border decorations is making them increasingly popular for use on semi-plain or painted walls. They make effective decorations not only on tops of walls, but also above dados in kitchens, breakfast rooms, bathrooms, and rumpus rooms.

Where a dining area ran into the living area of a combination living-dining room, a decorator used wallpaper in one section with a border cut out along the design where it met the painted wall. This eliminated a harsh break in design.

Wallpaper's value as an insulator in summer and winter is not to be overlooked!

Alert building material dealers can use these and other suggestions to cash-in on the wallpaper market in their communities.

## Chapman Chemical Firm to Distribute New Lines

The Chapman Chemical Company, Memphis, Tenn., has been made distributor of Borascul and Polybor-Chlorate 88 weed- and grass-killing products. They are products of the Pacific Coast Borax Company, Los Angeles.

Chapman will distribute the products in all parts of the country except the Pacific Northwest. Chapman offices for distribution of these and wood-preservation products are located in Houston, Tex.; Jackson, Miss.; Montgomery, Ala.; Jacksonville, Fla.; Charlotte, N. C.; Norwalk, Conn.; Minneapolis, Minn.; Chicago, Ill.; Spokane, Wash., and Portland, Ore.



## NOTES ON MANUFACTURERS

ORLANDO, FLA.: Bob Kirkland, co-owner of the newly-formed Modern Woodworks here, has announced that his firm's main specialty is kitchen cabinets. His firm also makes unfinished furniture.

QUITMAN, MISS.: The Broadhead Lumber Company, formerly located here, has bought a site in Sequatchie, Tenn., to move its sawmill operations there.

NEW HYDE PARK, N. Y.: The Georgia-Pacific Plywood Company has completed a new one-story warehouse here. Howard Schmidt is in charge of the order desk.

CROSSETT, ARK.: William C. Norman, formerly treasurer and assistant secretary of the Crossett Companies, has been elected general manager of this firm that manufactures kraft Leatherneck paper, lumber, and wood chemicals. He succeeded P. F. Watzek, who continues as president of the Crossett Companies. A. F. Johnson is the new company treasurer. Ned Hastings is now both assistant secretary and assistant treasurer.

WINNFIELD, LA.: R. T. Tucker, an executive of the Thomas Lumber Company, recently was elected president of the Winnfield Athletic Association.

PARIS, TEX.: Harry A. Holden is manager of the Westinghouse Lamp Division's new plant here. He has had 22 years of experience in lamp manufacturing.

JACKSON, MISS.: K. J. Wilcox has been appointed sales representative for Insulite building products here and in Louisiana. He will make his headquarters in Shreveport.

EAST WALPOLE, MASS.: Michael J. Hawkins, traffic manager and assistant purchasing agent for Bird and Son, Inc., recently celebrated his 45th anniversary with the company. In recognition, he was honored with a banquet at the Parker House in Boston.

BEAUMONT, TEX.: A chair and television set were presented to J. R. Keig on the occasion of his retirement from the Kirby Lumber Company after 29 years of service. He was manager of the tie department. M. L. Wilson succeeds him.

RICHMOND, VA.: Warren A. Vong has been appointed sales representative for Insulite building products in Virginia. He formerly represented a large St. Paul Lumber yard.

ST. LOUIS, MO.: Arundale Manufacturers, Inc., recently leased 5,000 square feet of space to enlarge their capacity for producing metal window screens. The company plans to add metal fabrication of rolled shapes to its operations.

AUBURNDALE, FLA.: The Fence Company of America, Inc., with main offices in Escanaba, Mich.,

plans to open a plant here. The company makes colonial picket fences; split rail, border, and driveway fences.

CORPUS CHRISTI, TEX.: The name of the Southern Alkali Corporation was changed to Columbia-Southern Chemical Corporation September 1. The firm produces soda ash, chlorine, caustic soda, and related chemicals for the parent firm, Pittsburgh Plate Glass Company. The new name applies to the firm's other branches in Natrium, W. Va.; Lake Charles, La.; Bartlett, Calif., and Barberton, Ohio, also.

HOUSTON, TEX.: The Swartwout Company, Cleveland, Ohio, has established a sales and service office here. This office serves the state of Texas for the company's steam specialties and roof ventilators.

BALDWIN, GA.: Hearing of a revival at Antioch Church near his sawmill, Tyson Crocker granted his employees an hour and 15 minutes a day to attend the services. The entire group attended each day in their "workday" clothes.

ST. LOUIS, MO.: The Winco Ventilator Company, Inc., has started construction of a one-story factory addition containing 4,700 square feet. This will double production of the firm's aluminum ventilators and sash window devices for glass-block construction.

WHELEN SPRINGS, ARK.: New manager of the Superb Oak Flooring Company is J. B. McKinney, who has bought stock.

### Miller, Kluessner Assigned USG Regions

As a result of recent changes in sales territories to bring dealers, plasterers, and contractors closer to management of the United States Gypsum Company, Frank M. Miller was made dealer sales manager of the Eastern region, comprising the Southeastern and Eastern states.

Prior to this promotion, Miller was division manager of the Atlanta, Birmingham, Charlotte, and Jacksonville areas for USG. He has been with the company 25 years.

William J. Kluessner was made dealer sales manager of the mid-continent region, from Detroit to Dallas.

He has been division manager of the Southwest division for over five years. With USG 26 years, he was once associated with the Atlanta market as district manager.



When  
Windows  
go UP...



Customers  
come IN for

## Cortland Brand INSECT WIRE SCREENING

There are good reasons why homeowners prefer Cortland Brand Wire Screening. For one thing, it makes a better looking screening job. For another, it gives dependable service.

Popular Cortland Brand has been a favorite screening for over 75 years. It's ideal for doors, windows, porches and breezeways. Meets U. S. Department of Commerce, National Bureau of Standards' specifications. In 18x14 mesh, 24" to 48" widths, 100 linear foot rolls. Also available in 54", 60", 66" and 72" widths in Bronze and Aluminum.



Stock All Three

### Cortland GRAY-WICK

Popular, all-purpose wire screening — doubly protected against corrosion by electro-zinc galvanizing and "glare-proofed", enameled finish.

### Cortland BRONZE

Rust-resistant, unaffected by weather, salt air, acids or gases. Stronger, longer-lasting than copper screening. Bright or dark bronze "antique" finish.

### Cortland ALUMINUM

Made of full gauge Alclad aluminum wire that won't rust or stain. Extra strong. Only 1/2 as heavy as steel insect wire screening.



Cortland  
BRAND

HARDWARE CLOTH • NAILS & BRADS  
POULTRY NETTING

WICKWIRE BROTHERS, INC.  
CORTLAND, N. Y.



*Attention*  
**RETAIL DEALERS  
 and BUILDING  
 SUPPLY COMPANIES**

**WE  
 SELL  
 DIRECT  
 FROM FACTORY  
 TO YOU**

AT AMAZING LOW JOBBER'S  
 COST YOU CAN WHIP ANY  
 COMPETITION BOTH IN QUALITY  
 AND PRICE—THE BREAK YOU  
 HAVE BEEN WAITING FOR.

## HUNTINGTON METAL-FOLD SAFETY STAIR

**ALL STEEL LIFETIME  
 NO COUNTERWEIGHTS • NO SLIDES**  
 • EASY TO OPERATE



Write for further information

**HUNTINGTON INDUSTRIES, INC.**  
 2368 Prospect • Memphis, Tenn.

# DEALERS

# in the NEWS

## LOUISIANA

**LAFAYETTE:** The Farmers Lumber Company re-opened in a modern new building on Carenero Road, early in September. The building is 108 by 58 feet. The front half contains a hardware store. A lumber shed is in the rear. It is owned and operated by Roy Dupuis. . . . The Smith Mouton Lumber Company, Ltd., opened a new department to serve the community's roofing needs. It goes under the name of the Bonded Roofing and Specialty Company.

**WINNFIELD:** A tornado struck the Thomas Lumber Company plant recently and did damage estimated up to \$15,000. Several roofs were caved in or blown off and rain did some damage.

**PINEVILLE:** An old, historic building which once served as Pineville's City Hall and which was nailed together with hand-forged nails, has been torn down to make way for expansion of the Central Lumber Company. The new addition will be of brick, W. C. Messer said.

**NEW ORLEANS:** The Poydras Lumber Company, Inc., filed articles of incorporation with the secretary of state recently, listing capital stock at \$100,000.

## ARKANSAS

**HEBER SPRINGS:** The O. B. Logan Lumber Company has a new \$15,000 office and supply building.

## FLORIDA

**CLERMONT:** Fred Wolfe, president of the Clermont Builders Supply, Inc., reports that the company's "open house" was a big success. About 1,400 persons registered. Two of the more interesting displays were the Spred Satin paint demonstration and the Thoroseal masonry finish exhibit. To show quick drying and water-proof qualities of the rubber-base paint, a nest was made of a painted piece of newspaper, filled with water, and a plastic duck placed in it. The Thoroseal exhibit showed a coated wall with a continuous stream of water forced against it without any trace of moisture appearing on the outside wall.

**ST. PETERSBURG:** Lorin B. Smith, who has been with the Reick and Fleece Lumber Company since 1934,

was elected president and general manager by company directors last month. He announced that the firm will make a number of improvements and that Miss Rae Miers now is company secretary.

**PINELLAS PARK:** The name of Bono's Lumber Yard here has been changed to the Florida Lumber and Supply Company following its incorporation with George A. Martin, Jr., as an owner and officer together with Louis H. Bono. Martin was formerly engaged in the lumber and millwork business in Tampa, after 25 years in the banking and insurance business in Texas and Oklahoma. His son and wife will make their permanent home with him in Pinellas Park.

**LAKE WORTH:** The Lindsley Lumber Company recently opened a lumber yard here at 1110 South Second Avenue. Don Ashman is manager. A Crosley Shelvador refrigerator was given as a door prize. The main Lindsley yard is in Miami.

**TAMPA:** The Consolidated Supply Corporation was recently granted a charter to deal in building materials. Incorporators are Victor A. DeBree, Charlotte M. DeBree, and G. Laurens Jones.

## TEXAS

**LYFORD:** The Temple Lumber Company's yard here recently underwent a "face lifting." A new office building and warehouse were shown to the public at an "open house," according to Manager W. W. Quick.

**GREENVILLE:** W. S. Graham, former manager of the Temple yard here, is now district manager of the company's north Texas yards.

**ORANGE:** William B. Peters, manager of the Temple Lumber Company's yard here, has been transferred to head the branch at Denton, where M. B. Carroll is on leave of absence due to illness. James Gilliam has taken over Peters' duties in Orange.

**CENTER:** A new building supply business recently opened here, the Attoyac River Lumber Company. Incorporators are Luther A. Lindsey, Fred O. Jaye, and Bruce Davis.

**GEORGETOWN:** Floyd Lackey has been appointed manager of the Bert-ram Lumber Company to succeed Al Thompson, who recently resigned. Lackey has been associated with the

Georgetown Lumber Company since it was started six years ago.

**LA MARQUE:** H. A. (Lindy) Slone is new yard manager at the Hudler-Moore Lumber Company. Hudler says he didn't use any "guesswork" in choosing Slone, since the two had worked together for the Burton-Lingo Lumber Company in Monahans previously, before Hudler opened his own business.

**SWEETWATER:** Burglars entered the Brown Lumber Company recently and took more than \$2,300 in bonds and \$322 in cash. They piled up a large stock of saws and tools but decided not to take them. Several smaller burglaries in lumber yards in this area also have been reported.

**LIBERTY:** The Tri-County Lumber Company furnished a private room for the new Yettie Kersting Memorial Hospital. This contribution cost the firm \$470.

**ROMA:** The G and G Lumber and Hardware Company was granted a charter of incorporation recently. Capital stock was listed at \$100,000.

**HEARNE:** After more than 60 years of business, Warren A. Wilkerson resigned as treasurer of the Hearne Lumber Company for "a life of ease." He once served as city manager of Hearne and likes to boast that "there has never been a Hearne without a Wilkerson in it."

**ROCKWALL:** In a block that has been occupied for over 50 years by a succession of lumber yards, the H. L. Williams Lumber Company is erecting a new store and office building here.

**FREDERICKSBURG:** Chester Cordes, who has served the Stein Lumber Company for 35 years, received a 21-jewel watch at an appreciation dinner given by the company in honor of its employees. Hilmar Burrer received a watch for 31 years of service. . . Recently the Mutual Lumber Company was sold to William Cameron and Company, of Waco. The yard originally was founded in 1880 by H. Kuenemann and sold in 1930 to the Mutual interests.

## NORTH CAROLINA

**CHARLOTTE:** Charles H. DuBose, head of the DuBose Lumber Company, announced recently that his firm has opened a retail lumber outlet at 2010 South Tryon Street. He says the new store will feature a wide selection of lumber products not usually found in this area.

## OKLAHOMA

**TIPTON:** A new paint job and other remodeling touches have brightened the appearance of the Mitchell-Goodwin Lumber Company. More shelves have increased display space.

**WAURIKA:** Jim K. Williams and his family recently moved here. The new local manager of the T. H. Rogers Lumber Company, he formerly managed the firm's Durant branch. . . Cecil and Edgar Wood, brothers who

have operated a lumber yard here for several years, have opened a branch yard at Byers. Vernon Brown, who was associated with the Wood Brothers yard here, is manager of the Byers yard.

**OKLAHOMA CITY:** Glenn D. Poarch, Miami lumber dealer, has been named assistant director of civilian defense for the state of Oklahoma. . . The J. B. Cobb Lumber Company was recently incorporated by Mamie S. Cobb, Tom S. Williams, and James B. Cobb.

## MISSOURI

**CENTRALIA:** The Nu-Way Lumber Company plans to open a lumber yard here this fall, according to Owner H. E. Johnson. Charles Rice will manage the new branch. He has been with Nu-Way for seven years.

**JOPLIN:** "Open house" was observed by the American Building and Supply Company in its ultra-modern quarters at Sixth Street and Tyler Avenue. An unusual display was a model bathroom.

## SOUTH CAROLINA

**CHARLESTON:** Southern Builders Service, Inc., was recently granted a charter of incorporation to conduct a building and supply business and to render service to construction firms.

## KANSAS

**MOUND CITY:** The Colony Lumber and Hardware Company was sold at public auction recently. It was owned by Roy and C. J. Hyson and by Fay McDonald.

**WICHITA:** Assets of the Citizens Lumber Company were sold to the highest bidder. The Rock Island Lumber Company, Wichita, bought most of the yard equipment.

**LINCOLN:** Robert Hart is new manager of the Leidigh and Havens Lumber Yard here. E. L. Goodknight has taken over Hart's former position as manager of the Sylvan Grove yard.

**FORMOSO:** The Hardman Lumber Company recently purchased the lumber yard here and has transferred Merle Spooner here to manage the new branch. Spooner's former position was assistant at the Burr Oak yard.

**IOLA:** The name of the D. J. Fair Lumber Company has been changed to the Fair-Branson Lumber Company, following the purchase of an interest by Ned H. Branson. He has managed the yard since the Fair company acquired it from the Northrup Lumber Company in 1946.

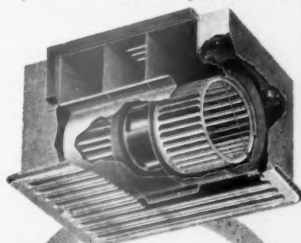
**HADDAM:** Lyle Wranosky recently bought the Haddam Lumber Company. He says he will completely restock the firm. Wranosky formerly was a farmer.

**BUCKLIN:** The new salesroom of the Lindas Lumber Company, built onto the warehouse here, has been blended into the entire structure by a covering of asbestos siding.

# Announcing

**THE ALL NEW  
TRADE-WIND  
TWIN WHEEL  
300 cfm CLIPPER  
VENTILATOR**

**Model 1501 is packed with  
features • Sensationally  
priced • Now in production**



**DUAL WHEELS  
FITS IN 8-INCH JOIST SPACE  
FULL 300 CFM — CERTIFIED  
EXTRA QUIET OPERATION  
EASIER TO INSTALL  
INTERCHANGEABLE DISCHARGE  
SIMPLIFIED CONSTRUCTION  
STANDARD 3 1/2" x 10"  
FURNACE DUCT**

For the first time Trade-Wind offers a twin wheel ceiling ventilator with interchangeable discharge that develops a full, certified 300 CFM, yet is priced competitively with ordinary ventilators. Equally important to you, Model 1501 is now in production and deliveries already are being made.

### REPRESENTATIVES

Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee—H. C. Biglin Co., Inc., 177 Harris St., N.W., Atlanta 3.  
Arkansas, Kansas, Oklahoma and Missouri—Curt H. Conrad Co., 4001 Broadway, Kansas City 2.  
West Virginia—V. E. Hendrickson Co., 4412 Liberty Ave., Pittsburgh 24.  
Texas (Brazos Co. only)—Arthur S. Jones, 306 Canterbury Hill, San Antonio 2.  
Texas—L. R. Ward Co., 2711 Commerce St., Dallas 1.  
Maryland, Virginia, Washington, D. C.—American Engineering Equipment Corp., 122 N. Fayette St., Alexandria.  
Louisiana—Cressy Sales Co., 809 Royal St., New Orleans 16.

# PROCTOR PROMOTES PROFITS

SELLING

THE **SEABOARD** LINE

ROOFCOATING AND CEMENT

ASPHALT PAINT

CAULKING COMPOUNDS

RED BUILDING PAPER

SLATERS FELT

ROOFING FELT

PERPET-U-WALL WALL

COVERING

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**E. W. PROCTOR & CO.**

1316 Washington St.

COLUMBIA, S. C.

*Exclusive Southern Representatives*

**SEABOARD  
PLASTICS CORP.**

IRVINGTON, N. J.

## Obituaries

**HARRY L. D. (DUTCH) STONER**, 39, manager of the Fisher Lumber Company, Seneca, Mo., died of a heart attack September 7. He had been ill since February. Surviving are his widow, mother, and three young daughters.

**PHILIP A. GATES, SR.**, 73, died at his home in Memphis, Tenn., September 7. He had been one of the leading retail lumbermen of this area for over 30 years before being forced to retire in 1936. He moved to Memphis to manage the old York Lumber and Manufacturing Company. In 1923 he formed the Gates Lumber Company, now managed by his son, P. A. Gates, Jr. He was a leader of the Associated Bible Students of America and addressed Bible study groups all over the nation. Besides his wife and lumberman-son, he leaves three other sons, three daughters, and five grandchildren.

**WALTER HOLLOWAY**, 70, who founded the Clayton (Mo.) Lumber Company in the St. Louis suburb in 1913, died recently. He was president of the firm until he retired last January. He is survived by his wife, one son, and one daughter.

**FRANK T. DOOLEY**, 78, who moved to Memphis, Tenn., 50 years ago to enter the lumber business, died September 1. During 1936-42 he ran a mill in Brinkley, Ark. While residing there he was a director and president of the Southern Hardwood Traffic Association and district governor of Rotary International. He is survived by his widow, Lorena Buehl Dooley.

**JOSEPH RICHARD SHOUPPE**, 84, former owner of the J. R. Shoupe Lumber Company in Dallas, Tex., died September 5 after a long illness. An expert on hardwoods, Shoupe had operated a planing mill in connection with his retail business. Surviving are a daughter, two sons, and six grandchildren.

**O. P. LEACH**, 82, president of the Leach-Hurlburt Lumber Company, Kansas City, Mo., died of a heart attack in August. He quit school 63 years ago to enter the lumber business. He founded his own firm in the middle of the depression at 65, an age when many men retire. His daughter, Mrs. Mina Hurlburt, survives him. She is vice-president and secretary of the lumber firm.

**RALPH KING**, 84, died September 26 in Miami, Fla. A retired lumber mill superintendent, King moved here from Gulfport, Miss., in 1923 and remained with the Renuart Lumber Company for 24 years. A Mason, he is survived by his widow, two sons, and daughter.

**J. N. THORNTON**, 71, a member of the lumber industry for 30 years, died early in August at his home in Georgetown, Tex. His son, J. D. Thornton, managed his sawmill at Livingston for the last four years, while Thornton was associated with the Southside Lumber Company. Be-

sides his son, he is survived by his widow, daughter, and four grandchildren.

## PAINT TRENDS

(From page 54)

1. Keep the humidity within a house below 40 per cent during winter weather.

2. Prevent moisture vapor from blasting its way outward by installing vapor barriers during construction and by painting the wall after it is in place.

3. Provide proper ventilation, permitting excess moisture vapor to escape through planned exits. *(The new types of louvers and breather tubes are recommended as one means of getting ventilation.)*

4. Prevent exterior moisture from getting into the house by repairing defects in construction and making sure the paint protection is adequate.

Paint that impedes the passage of vapor provides one effective barrier—when all cracks around the windows, doors, and baseboards are filled before it is applied.

The incidence of paint peeling seems to have been on the increase in recent months. Sure of the quality of house paint now being manufactured and convinced that "good paint need not peel," leaders of the paint industry feel that compliance with the four simple rules as listed can and will correct the situation.

## Vinyl Floor Tile Specification Issued

The Asphalt Tile Institute recently released a recommended specification and method of test for Vinyl Plastic Asbestos Floor Tile. This is a newer type of vinyl flooring, for which no previous general specification has been available.

The specification indicates that this popular type of resilient flooring is highly resistant to many solvents of the oil, grease, alkali, and acid types, and that it has good dimensional stability.

Single copies of the specification may be obtained without charge by writing to the Asphalt Tile Institute, 101 Park Avenue, New York 17, N. Y.

## DRIVE-IN YARD

(From page 56)

of concrete blocks. The mill and warehouse buildings in the back have metal siding and roofing.

Lumber in the sheds is marked according to size and kind. Prices are posted not only in board feet but also in lineal feet to help the customer help himself. "Many of our customers come in and pick out what they want and then call us to load it into their cars and write up the order," Griffin said.

A closed-off office on the sales-floor is to be air-conditioned. The upstairs of the main building has space for storage and several offices. An architect, who received much practical experience working with his contractor father, has an office upstairs. He has co-operated with Griffin in supplying customers with plans for 10 years.

The Intercity Lumber Corporation also builds houses. The building crew consists of at least eight and sometimes as many as 30 men. They now are going after more repair business.

The firm sells all types of

building materials except electrical and plumbing supplies. Any building item that is asked for frequently is ordered and stocked.

"Some of our best advertising doesn't cost us a cent!" Griffin asserted. Drive-in movie theaters are quite popular in Tampa, and there is a large one right next to the new Intercity yard. Anyone who comes to see the movie must park so that he sees the large advertising sign on the side of the Intercity building, which is brightly lighted at night.

Before opening the two Intercity stores, Griffin had owned part interest in two other building supply firms. He and a partner, W. S. Lowery, opened the All States Lumber Corporation in St. Petersburg in 1928, and a branch of this firm in Tampa in 1940. The Tampa branch became the Intercity Lumber Corporation in 1950.

"Judging from our sales volume and comments we have had from customers, our new drive-in yard will continue to pay off," Griffin declared. "At least 50 per cent of our business out here is drop-in trade. Customers sometimes drive up and are waited on without having to get out of the car.

"But more often they come in and look around, even if they know just what they want. And about 10 per cent of our new customers have made some definite comment to the effect that they came to us because of our drive-in feature."

## British Study U. S. Woodworking Machines

Ten members of England's woodworking machinery industry arrived in America last month to study production methods in 17 American plants. These British manufacturers of woodworking machinery cover a wide range of products and supply the logging and sawmilling industry, joinery and furniture makers, and plywood and veneer makers and processors.

The group's itinerary includes visits to American plants through October 17. The mission placed special emphasis on machines for working plywood, widely used in making British aircraft and certain naval vessels.

The Economic Cooperation Administration and the Anglo-American Council on Productivity sponsored the visit.



## SELLS MORE TILE!

Carl A. Venable, Prop.

**Cy. Venable Paint Company**  
30 and Indiana Streets  
BELLEVILLE, ILLINOIS

January 3, 1953

J. M. J. Products Co.  
216 Centerville Avenue  
Belleville, Illinois

Gentlemen:

In March of 1948, we equipped our PT-91 tile cutter. It was at this time that we started our rental program for the home owner, contractor, and dealer. We have since then been very successful in building up our business. We have found that the PT-91 tile cutter is the most popular tile cutter in the country. We will be glad to rent you the PT-91 tile cutter on a complete year's job. With this tile cutter, you will be able to cut the tile with the greatest ease and accuracy. We have found that the PT-91 tile cutter is the most popular tile cutter in the country. We will be glad to rent you the PT-91 tile cutter on a complete year's job. With this tile cutter, you will be able to cut the tile with the greatest ease and accuracy.

I would like to tell you that every tile dealer has a great opportunity to increase his sales volume by renting the PT-91 tile cutter. The PT-91 tile cutter is the most popular tile cutter in the country. We will be glad to rent you the PT-91 tile cutter on a complete year's job. With this tile cutter, you will be able to cut the tile with the greatest ease and accuracy.

I am sure that you will be able to increase your sales volume by renting the PT-91 tile cutter. We will be glad to rent you the PT-91 tile cutter on a complete year's job. With this tile cutter, you will be able to cut the tile with the greatest ease and accuracy.

"much easier to complete the sale . . ."

"in comparison to other rental equipment, tile cutters need the least maintenance . . ."

"increased sales volume . . ."

"both of these cutters paid for themselves . . ."

# J.M.J. PRODUCTS CO.

MAKERS OF THE FAMOUS PT-91 PLASTIC TILE CUTTER



ENGINEERS MANUFACTURERS  
BELLEVILLE ILLINOIS

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

Please send me FREE BULLETIN 3 on the JMJ Tile Cutter Rental Plan and name of nearest distributor.



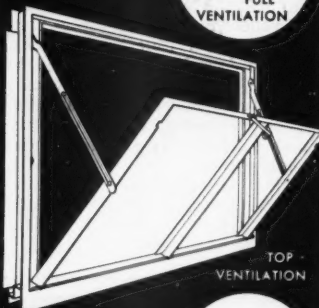
## ADVANTAGES THAT SELL

# VENTO

## Steel Basement Windows



FULL  
VENTILATION



TOP  
VENTILATION



REMOVABLE  
SASH



BOTTOM  
VENTILATION

### • Adjustable Ventilation

Effortless operation gives any of three openings, or removable sash.

### • Weathertight Construction

Double contact with leak-proof watershed sill stops wind and rain.

### • Maximum Strength and Rigidity

Sturdy 14 gauge frame, electrically welded throughout. Fins welded to jambs for easy installation in block or poured concrete walls.

Also casement, utility and barn windows. Vento steel lintels for cost-saving block construction. Write for full information.

## VENTO Steel Products

CO., INC.

253 COLORADO AVE. • BUFFALO 15, N. Y.

## Producers Council Holds Annual Convention

The Producers Council, national organization of building products manufacturers, held its annual meeting September 26-28 at the Wardman Park Hotel in Washington, D. C.

Manley Fleischmann, administrator of the Defense Production Administration, disclosed some of the effects in store for members of the construction industry under the Controlled Materials Plan.

At a dinner meeting, officials of the American Institute of Architects, Associated General Contractors, National Association of Home Builders, and the National Retail Lumber Dealers Association discussed ways that building products manufacturers could assist other branches of the construction industry.

## Johnson Lumber Firm Promotes Executives

Following the death of Dean Johnson, who died with his brother, Ernest, in a California air crash on August 24, a third brother, Robert F. Johnson, has been named president and board member of the C. D. Johnson Lumber Company, Portland, Ore.

C. D. Johnson, Jr., is the firm's new secretary and treasurer. He will continue his duties as comptroller.

Robert E. Flowerree, Jr., was appointed vice-president and sawmill division manager. He succeeds R. P. Richardson, who died at the Johnson Brothers' funeral August 28.

The newly-created position of chairman of the C. D. Johnson board is filled by George R. Birkelund, of Chicago.

## Texan Heads Bankers

New president of the Mortgage Bankers Association of America is Aubrey M. Costa, president of the Southern Trust and Mortgage Company, Dallas, Tex.

He was elected at a recent conclave at the Mark Hopkins Hotel in San Francisco, which was attended by 1,850 finance executives, government officials, and building association representatives from all parts of the nation.

## 48.2% Homes Warmed by Space Heaters Now

Space heaters—heaters placed directly in the space to be heated, and using gas, oil, coal, or wood—are used to heat nearly half of all American homes, according to the 1950 census of housing. The exact percentage was 48.2.

Of the 20,118,000 homes using space heaters, 10,219,000 were rural homes and institutions, and 9,800,000 were urban residences.

The West South Central states reported the highest usage of space heaters—96 per cent. The East South Central states reported that 90 per cent of heat came from space heaters; the South Atlantic states, 79 per cent, and the Middle Atlantic, only 28 per cent.

## Among the Wholesalers

RICHMOND, VA.: Leonard Delaney is now a contract salesman of Binswanger and Company for the state of Virginia. Sidney Burnstein, of the Greensboro, N. C., branch, has been promoted to the management of Binswanger's Metal Window Department.

COLUMBIA, S. C.: After an intensive four-month training program, the following additions and changes have been made in Binswanger and Company's personnel for the state of South Carolina. Jack Mercer will cover the city of Columbia, calling on architects, contractors, public builders, roofers, and some retail dealers. H. Trotter Williams will cover the entire state calling on these factors outside Columbia as Mercer does locally. Cecil Rhodes will serve dealers in the eastern part of the state from Hartsville, S. C., headquarters. Joseph Lumpkin, whose territory Rhodes has taken over, has returned to his previous assignment of calling on automobile dealers, furniture stores, and roofing applicators throughout South Carolina.

ATLANTA, GA.: Ed Westlake is manager of the new metal window and door department of Maxwell and Hitchcock, Inc., Atlanta distributors of building supplies and equipment. A marine architect, Westlake managed the LeCraw-Sanders Company for the past two years and sold more metal windows in Atlanta than any other individual.

DALLAS, TEX.: On Labor Day, George W. Owens Wholesale Lumber and Builders Supply Company, Inc., held its official opening. The new business is owned by Owens; Dr. O. R. Caillet, Dallas physician who is vice-president, and Louis A. Zalesky, Jr., an accountant who is secretary.



## Environment Laboratory

The American Society of Heating and Ventilating Engineers will hold a two-day reception and inspection for executives, ASHVE members, and the press in Cleveland, November 1-2, in honor of the completion of its Environment Laboratory.

This laboratory provides facilities to study human comfort conditions and to develop design data for panel heating and cooling installations.

## WAGE CEILING

(From page 66)

and by making this mistake unnecessarily limit their ability now to make appropriate increases which they wish to do.

Just because a particular employee received an increase of, say, 10 per cent, during 1950, does not necessarily mean that such employee may not participate in the general increase allowed by General Wage Regulation No. 6. In order to determine this, the employer must first establish in his thinking

the reason for giving this particular increase.

Was it given to reward merit in this employee?

Was it given because of length of service in this employee?

Was it a promotion to a higher job?

If so, it was an individual increase under G.W.R. 5. If it was an individual increase, this may prove of considerable benefit to the employer, as it did in the case of Dealer Clayton. It not only does not stand in the way of a general increase but may also set a practice which would allow a merit or length-of-service increase to be given now in addition to the general increase.

It is important to know that the type of increase is not determined by the number of employees to whom it was given. Thus it was possible for individual increases to have been given during 1950 to all employees in a group, and it is possible that an increase was a general increase—although not given to all employees in a group or not given in the same amounts or percentages to all employees. The controlling factor is the purpose for which it was given.

The best suggestion that can be given for approaching this problem is first see if the increase was any one of the types of individual increases described in General Wage Regulation No. 5 (length of service, merit, promotion, etc.) If it was not one of these types of increases, then it must necessarily be a general increase under G.W.R. No. 6. In other words, an increase that doesn't qualify as individual under No. 5 would have to be considered a general increase under No. 6. It is of paramount importance, therefore, that you know the circumstances under which you gave the increase in 1950, and your intent in giving such increase.

## Pilot Headquarters

The Home Builders Association of Maryland, in cooperation with civic organizations and church groups, has completed rehabilitation of the Brotherhood Pilot House.

The house will serve as a community and information center for a 27-block pilot area now being rehabilitated through efforts of owners, builders, and others.

## Repeat Business Is PLUS BUSINESS!

GET YOUR SHARE OF EXTRA NANKEE PROFITS!

## Nankee ALUMINUM PAINTS

Dealers report that NANKEE creates satisfied customers who **COME BACK!** You only have to sell them once. NANKEE, the Super-Smooth, Long-Lasting, Brilliant-Finish Aluminum Paint, sells them the second time!

**Attractively Packaged and Priced for Good Dealer Profit!**

**There's a NANKEE ALUMINUM PAINT for Every Purpose**

- Farm • Home • Industrial • Architectural
- Automotive • Marine

**Nankee ALUMINUM PAINT CO., INC.**  
Offices and Factory: 43 South First Street, Brooklyn 11, N. Y.



**Call Your Jobber Today  
for Information on the  
Profit Making Nankee Line**



## New Material Uses Mark Texas Homes

**HOMEBUILDERS** in Fort Worth, Texas, are making use of the great variety of building materials to give houses more than a touch of individuality at low cost.

Here are three houses whose floor plans are simplified to minimize costs but whose exterior finishes give them the appearance of higher-priced construction.

The home in the top picture is that of Builder John T. Cadenhead for himself and his family. It shows, he says, "what a builder can create when unhampered by decisions that necessarily must come from other people." Part of the exterior is finished in vertical redwood siding, finished naturally. The color tones blend pleasingly with the roman brick.

This home has two bedrooms, den, bath, dressing room that opens into one bedroom, living room, and a dining room combined with the kitchen. The flat roof has a skylight opening into the living room. A patio in back can be viewed from inside through a solid glass wall of the living room.

The picture below shows a Fort Worth home finished in Austin stone—even to the chimney! It was completed about eight months ago by Builder J. L. Cagle. It has three bedrooms, two baths, living and dining room, kitchen with breakfast nook, den, service porch, and two wood-burning fireplaces. One wall of the den is of roman brick, and therefore will require no future decorating and maintenance.

A low wall of Smithstone, extending from the house at right, below, takes the appearance of this home from the "low-cost" class. Built by McLure and Company, it has a roof of crushed

marble. The low-pitched roof, overhanging eaves, and general horizontal lines give it a wider appearance. It has two bedrooms, all-tile kitchen and bath, living room, and dining room.

### Homebuilders Organize

The Knoxville (Tenn.) Association of Home Builders was organized recently by a group of contractors and material executives.

Martin Bartling, Jr., was named president, Lynn H. Haynes, Clifford Sexton, and Ralph E. Kinzlow are vice-presidents. John C. Ward is secretary-treasurer.



These three homes show the unusually attractive effects that builders in Fort Worth, Tex., achieve with decorative building materials. The home above was featured on a television show recently. Many homes like these are being built in subdivisions of inexpensive houses.

## Helpful Literature



### Mostly free—Some for a fee

**DECORATIVE PANELBOARD.** "Color Story" is a new folder that shows the correct way to install East Coast Panelboard. The 16 available colors include "iridescent" colors and marbled effects. The East Coast Tileboard Corporation, Brooklyn 37, N. Y.

**TILE SPECIFICATIONS.** A new specification for grease-resistant asphalt tile contains most of the basic requirements of the present Federal Specification for Asphalt Tile SS-T-306a, plus a requirement and method of test for grease resistance. Single copies free from the Asphalt Tile Institute, 101 Park Avenue, New York 17, N. Y.

**LOW-COST HOUSES.** A new 16-page booklet, "Low Cost Housing in Action!", contains pictures and floor plans of homes ranging in cost from \$5,700 to \$10,290 throughout the nation. The National Association of Home Builders, 1028 Connecticut Avenue N. W., Suite 1116, Washington 6, D. C.

**ACOUSTICAL PLASTER.** A detailed four-page brochure, "Coralux Acoustical Plaster," contains product data, photographs, specifications, and performance information. F. E. Schundler and Company, Inc., 504 Railroad Street, Joliet, Ill.

**ACOUSTICAL INSULATION.** "Perforated Asbestos and Zerocel Wool, a Custom-Built Acoustical System" gives descriptions and specifications for Gold Bond acoustical insulation. Sound absorption coefficients are given for various thicknesses. The National Gypsum Company, Buffalo 2, N. Y.

**MOTOR CARE.** To help achieve

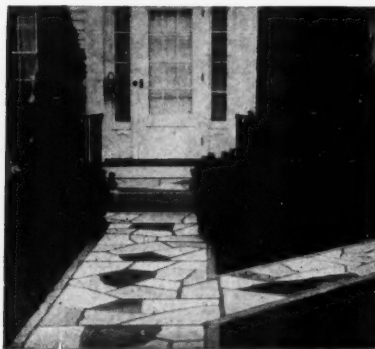
maximum industrial productivity and prolong the life of all machines, the Office of Small Business, U. S. Department of Commerce, has issued a pamphlet on "Motor Care and Maintenance Techniques." It includes care of motor-driven lathes, planers, shapers, drill presses, and similar tools, and explains most motor troubles. Printing Services, Department of Commerce, Washington 25, D. C.

**"CREDIT FACTORS in Construction,"** a printed address by Edward H. Cushman, Philadelphia attorney, explains the credit functions of surety companies. Educational Department, Surety Association of America, 60 John Street, New York 38, N. Y.

**METAL WEATHERSEALING.** The summer, 1951, issue of *Terne Topics* stresses the use of terne metal weathersealing for built-up roofs. The magazine offers \$5 for examples of long-standing service in terne roofing. Free from the Follansbee Steel Corporation, Pittsburgh 30, Pa.

**FLOOR, WALL COVERINGS.** A new supplement to the 1951 Sloane-Blabon pattern book contains newly-introduced floor and wall covering designs. It shows in color 55 new patterns in Trenwall wall coverings, and Crystaltex and Texfloor Terano tiles. The Sloane-Blabon Corporation, 295 Fifth Avenue, New York 16, N. Y.

**WATER-REPELLENT.** A new ingredient for water-repellents is the Dow Corning XR-129G silicone resin. It is claimed to be more water-repellent and quicker-curing than any other comparable resin. Its qualities are explained in "Silicone Notes," data sheets offered by the Dow Corning Corporation, Midland, Mich.



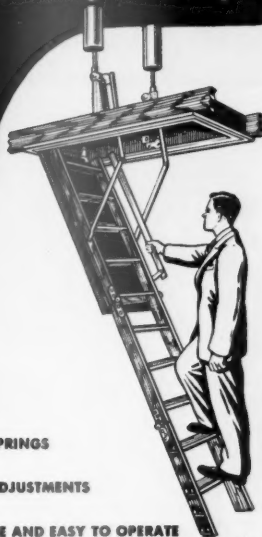
## Dealers Wanted

Become an exclusive Vermont marble flagging dealer. Also colored slate and other stones.

Write today for full details and prices.

**TRU-STONE COMPANY**  
LAKE BOMOSEEN, VT.

## PRECISION folding stairway



NO SPRINGS

NO ADJUSTMENTS

### SIMPLE AND EASY TO OPERATE

A slight pull of the cord and the cleverly engineered counter weights silently ease the stairway into down position. The same counter weights return the stairway to its up position with equal ease.

### RUGGED AND STRONG

Construction of No. 1 kiln dried poplar throughout. Brackets and rocker arms made of cast aluminum, hinges of cast brass. Trim is not furnished. All parts are numbered and interchangeable. Frame is made to fit 26" x 54" opening in ceiling.

### INSULATED

Panel is insulated with Cellufoam and protected with tough chip board.

### SAFETY TREAD

Each step is covered with regular running-board composition safety treads. Adds to appearance as well as safety.

### FITS ALL CEILINGS

The stairway fits any ceiling from 7 feet to 9 feet, 9 inches figured from finished floor to finished ceiling. Runners are graduated to facilitate cutting off at different heights. Two standard sizes: 8' 9" fits from 7' to 8' 9" ceiling, 9' 9" fits from 8' 9" to 9' ceiling.

### REQUIRES NO ATTIC SPACE

Full height above attic floor is only 36". Folds completely into 26" x 54" opening in ceiling.

### SHIPPED IN 1 PACKAGE

Precision Stairways are packed completely in one heavy carton, assembled and ready for installation, which offers a considerable savings over other attic stairways. Shipping weight 125 pounds. Sold by more than 12,000 dealers in U.S.A. and Canada.

For complete information write us today

Manufactured by

**PRECISION PARTS CORP.**  
Nashville 7, Tennessee

# PRODUCT PARADE

## 368—Leveling Tool



Hydrolevel, 53 De Soto Avenue, Ocean Springs, Miss., announces a new leveling instrument for carpenters, masons, plumbers, shorers, movers, and other tradesmen.

Operated by one man, the instrument quickly establishes level lines with accuracy based on a hydrostatic principle rather than on delicate adjustments. There are no delicate parts with sensitive adjustments. It is said to fill the need for "a low-cost level without sacrifice of accuracy."

It is made mainly of aluminum and plastics for long wear.

## 369—Floor-Tile Sales Aid

As a retail merchandising aid, Kentile, Inc., 58 Second Avenue, Brooklyn 15, N. Y., offers the Junior Ken-

styler, a display with exact miniatures of standard Kentile and ThemeTile floor tiles. Customers can plan their own floor patterns with these 2x2-inch full-color squares.

The display is 15½ inches high, 18¾ inches wide, and 17½ inches deep, fitting easily on counters. It contains 250 tile samples, 36 instruction manuals, and 36 envelope stuffers.

This merchandising aid has been tried out in key stores, where dealers reported that "few prospects could resist trying their hand at developing their own floor patterns."

This display stimulates self-installation sales.

## 370—Metal Cross Bridge

The Junior-Pro Products Company, 3206 Morganford Road, St. Louis 16, Mo., makes Chan-L-Cros metal cross bridging, to provide a new method of bridging wood joists. This new method provides greater floor strength, and cuts building costs by eliminating sawing and fitting of wood.

Chan-L-Cros braces are made of ¾-inch by 16-gauge strip steel. They are nailed to the top and bottom edges of the beams. Provision for nailing is said to meet all building codes. The bridging distributes a concentrated load to adjacent joists

to prevent the deflection of beams by tension.

Chan-L-Cros comes in three standard sizes for use with 8-, 10-, and 12-inch joists. It is packed 150 units to the case.

## 371—Heavy-Duty Drill

Stanley Electric Tools, New Britain, Conn., announces six new streamlined electric drills for heavy-duty production drilling in metal and wood.

Among the outstanding features of these drills is a die-cast polished aluminum housing for lighter weight; trigger switch with safety-locking device; sealed ball bearings; three-jaw geared chuck, and chuck guard to protect worker's hands.

Operating on DC or AC current, 60



## For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

368	369	370	371	372
373	374	375	376	377
378	379	380	381	382
383	384	385	386	387
388	389	390	391	B-577
B-578	B-579	B-580	B-581	B-582
B-583	B-584	B-585	B-586	B-587
B-588	B-589	B-590	B-591	B-592
B-593	B-594			

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,

806 Peachtree St., N. E.

Atlanta 5, Ga.

NAME .....

POSITION .....

FIRM .....

MAIL ADDRESS .....



cycles or less, the drills can be supplied in any standard voltage. They are made in three chuck sizes— $\frac{1}{4}$ ,  $\frac{5}{16}$ , and  $\frac{3}{8}$  inch—and with two type handles, "D" shape and "drop" handle.



### 372—Door Scroll-etts

Charm and distinction can easily be added to residential screen and storm doors through the installation of smartly styled Scroll-etts. Made of cast aluminum, these metal ornaments are available from Beaux Arts Crafts, 2015 Brookfield Road, Pittsburgh 16, Pa.



Scroll-etts come in eight designs. They are light weight and durable. The aluminum castings are offset in back to assure proper fitting on any screen or storm doors. Mounting holes are countersunk to handle special aluminum screws that come with each set of two or four pieces. Anyone can install them with a screw-driver.

The designs include flower and leaf; ivy; more tailored ivy; oak leaf and acorn; and filigreed flower and leaf. These come four to the set. Other designs, coming two to the set, are flower and leaf; wisteria leaf, and filigreed flower and leaf—mounted horizontally in diagonal corners of the door.

The standard finish is baked-on white enamel, egg-shell texture, as a good base coat. Also available in natural polished aluminum finish, or with bronze tone for natural wood or stained doors.



### 373—Garage Door Opener

Robot Appliances, Inc., 13165 Prospect Avenue, Dearborn, Mich., announces the new model CA-300 operator for overhead doors on garages, warehouses, or other buildings.

Doors may be controlled either by the Robot magnetic remote control from cars, or by the standard three-button remote switches—open, stop, and close. Doors lock automatically when closed. In addition to these two types, the Robot operator is made in a variety of sizes to fit different doors.

Robot operators recently received the Merit Award from the American Society of Industrial Engineers.

## PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 94

**B-577.** A new semi-gloss enamel, HP 126, is said to have the same washability as that provided by gloss enamels. It is especially suitable for kitchen and bathroom decoration. Available in all colors, it can be sprayed or brushed on.

**B-578.** Viortex is a vinyl-fused fabric that can be draped, pleated, and folded without cracking. The Algeria pattern looks and handles like Morocco leather. The Bambu pattern has a three-dimensional texture and a bamboo design.

**B-579.** Fungus-Ban copper naphthate dip protects woods from immersion in water. It imparts a green color to the wood, which can be painted after 24 hours.

**B-580.** Casophen LT-68 is a new, low-cost resorcin-phenol adhesive that meets military specification MIL-A-379A. This boil-proof glue can be stored for a year without losing its effectiveness or quality of bond.

**B-581.** The Benjamin Turnlox de-

tachable reflector cuts lighting maintenance costs by permitting removal of reflector and lamp as one unit for cleaning. It has a three-point bayonet coupling.

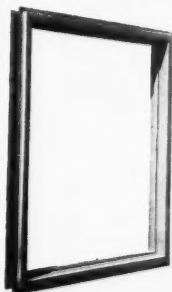
**B-582.** The Trans-A-Level, said to be amazingly accurate for leveling, grading, and simple surveying, incorporates the use of an ordinary carpenter's level fitted with small metal clips for sighting. Compactly designed, it can be carried in a tool box.

**B-583.** The Anchor-Easy galvanized steel bracket is designed to handle incoming wires on any home or building. It is adaptable to any type roof, fitting under any type shingle at any point. It is painted with red zinc oxide for rust-proofing.

**B-584.** The Speed Spiral carbide-tipped masonry drill is machined from the solid with a round nose supporting the tip. Double-lead fast spiral dust grooves are extra deep and permit dust load to distribute itself automatically. It is said that holes up to 12 inches deep can be drilled without stopping or removing tool from

# No. 1 in the Modern Building field

## ONE-DER FRAMES



### Complete One-Piece Metal Frames for any type of Construction

Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No finish carpenter labor required. Nothing extra to buy.

Prompt Delivery anywhere in the U. S.



Write for full information

## ONE-DER FRAME Corporation

2109 Third Ave., North

Birmingham 3, Ala.





the hole to clean away the dust.

**B-585.** The SICO portable steel bleacher can be towed, carried, or demounted into small units. Sections are 12 feet long, 5 rows high. Eight spectators can sit on each row. Sections are furnished in any multiple of five rows high.

**B-586.** A rugged new varnish, United Lacquer's ULD-69, is priced so that homes can be finished in the same high-grade varnish formerly reserved for yachts. This marine-grade varnish can be used for exteriors or interiors of homes. It is made in gloss, semi-gloss, and flats.

**B-587.** The new Gillen line of winter air-conditioning furnaces features models that are interchangeable to give the owner a choice of oil or gas, in case of fuel shortages. These furnaces range in capacity from 80,000 to 125,000 BTU.

**B-588.** Roost-No-More is a new odorless substance applied along building ledges, ridges, sign tops, and rain gutters to keep birds away. Harmless to both birds and humans, Roost-No-More is said to last about a year. It can be applied with a caulking gun.

**B-589.** A new National Radiator conversion burner has a natural and mixed gas input range from 75,000 to 265,000 BTU an hour. Adjustable for use in either round or rectangular fireboxes, it can be bought with a lower burner head position.

**B-590.** The General Scientific steel barrel cradle, model GS CW-H, is light in weight, yet strong enough for heavy loads. It is designed for storing and draining of drums and barrels.

**B-591.** The improved Clark Gas Clipper fork-lift truck has a new type parking brake, instrument panel mounted on the steering column, easier steering, and new design for faster maintenance. A pull-type brake replaced the hand brake on former models.

**B-592.** Lignum-Vitae is a natural self-lubricating and non-contaminating material resistant to many acids, chemicals, and water. The hardest and heaviest wood that grows, it is said to be ideal for many mechanical uses in place of metals, plastics, fibers, and other materials.

**B-593.** Westinghouse has introduced a new electric hand iron with an open handle. This permits the iron to extend farther into sleeves and other small places. It is said to greatly reduce the ironer's fatigue.

**B-594.** Plasta-Glass is a new flat plastic laminate for building purposes. This Alsynite product is shatter-proof, eliminates glare by diffusing light rays, and permits only about half as much heat transmission as glass. Panels are said to be highly fire-resistant, and will not crack, craze, warp, buckle, sag, rot, or mildew.

## 374—Kitchen Unit



The General Air Conditioning Corporation, 4542 East Dunham Street, Los Angeles 23, Calif., has introduced two new models in its line of combination refrigerators and stoves. This L-K line also includes built-in sinks.

Model R-520 is only 27½ inches wide and 36 inches high. It includes a four-cubic-foot refrigerator, two or three electric burners or three gas burners; small sink with drainboard cover to go over burners while washing dishes, and small storage drawer.

Model S-550 is 48 inches wide. The refrigerator is below the drainboard and sink. The four-burner range section includes an oven. It also has storage space.

## 375—Paint Stabilizer

The Chemical Division of the Borden Company, 350 Madison Avenue, New York 17, N. Y., has developed six new "stabilizers" that stabilize the emulsion for latex paints.

Such paints are called latex because the principal binder is a latex-like emulsion similar to that used in making synthetic rubber. They can be used to cover wood, plaster, wallpaper, and other surfaces without an undercoat. They are easily mixed, virtually odorless, and quick drying. The tough latex paint film permits removal of grease or other stains without a smudge.

The Borden stabilizers are marketed under the trade-names of Cascola, Cascolac, and Protovac. Two are powders and four are liquids. Literature is available on all.

## 376—Gas-Fired Incinerator

The Incinerator Division of Bowser, Inc., Cairo, Ill., announces a new automatic, heavy-duty gas-fired incinerator designed to handle disposal of wet or dry garbage from small apartment houses, multiple dwellings, stores, and institutions.

This Incinerator model S-224 has a 4-

*\*Beauty*

*\*Economy*

Old World Elegance

A New World of Charm

**TFC Ornamental Ironwork**

in Ready-to-Install designs

... Designed for Profitable Selling!

Building Supply Dealers all over the nation are building **EXTRA PROFITS** with the TFC line as Nationally Advertised in House & Garden. Write today for details on easy-to-stock, ready-to-install Columns, Railings, Brackets and custom-built Ornamental Iron for every requirement.

Manufactured by

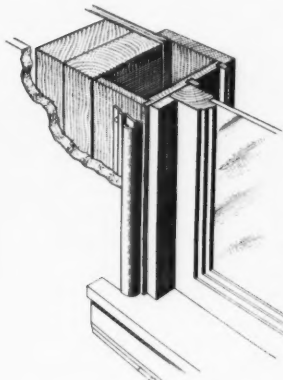
**Tennessee Fabricating Company**

1490 GRIMES ST., MEMPHIS, TENNESSEE

ONE OF THE NATION'S FOREMOST MANUFACTURERS OF ORNAMENTAL IRON

bushel capacity. It is approved by AGA Laboratories for use with natural, manufactured, or mixed gases. It uses a broad, ribbon-type flame and has an input of 40,000 BTU for fast, complete combustion.

The firing chamber is made of welded steel. The outer casing is aluminum enamel.



### 377—Adjustable Casing

Drywall Trim, Inc., 545 Fifth Avenue, New York 17, N. Y., announces a new steel casing for door

and window trim. It features a spring grip that expands as wallboard is inserted and then clamps it tight, to assure rigidity and flush fit.

While acting as a protective border on the wallboard, this casing makes an attractive finishing trim. It is ready for paint.

The casing, precision-made of galvanized steel, is said not to crack, warp, shrink, or swell. Because it is easy to cut and makes perfect miter corners, it is installed faster.



### 378—Portable Drill

Portable Electric Tools, Inc., 320 West 83rd Street, Chicago 20, Ill., announces a new line of heavy-duty portable electric drills, the PET Superduty.

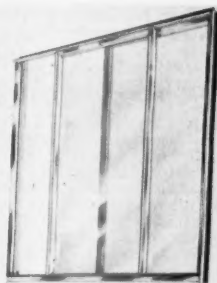
They handle speed and torque requirements in production, construction, and maintenance use of 1/4-, 3/8-, and 1/2-inch capacity drills. The body of aluminum die castings is compact, balanced, and streamlined. These drills have precision-cut, heat-treated alloy steel gears; adequate forced ventilation for cool operation; dynamically balanced armature for smooth running.

The line includes 48 models with eight speeds in the 1/4-inch capacity group.

The 3/8-inch capacity drill is available in heavy-duty or extra heavy-duty model with speeds from 400 to 1,000 RPM.

The 1/2-inch capacity drill is made

in standard, heavy, and extra-heavy-duty models with speeds of 500 to 600 RPM.



### 379—Sliding Window

Several new features have been incorporated in Peterson aluminum horizontal sliding windows to increase their strength and beauty. They are made by the Peterson Window Corporation, 1415 East Eight Mile Road, Ferndale 20, Mich.

Sixty standard sizes are now available, ranging from 2 to 10 feet in width and from 2 to 6 feet in height. They include 2-, 3-, 4-, and 5-panel types, as well as picture windows.

These sliding panels can be locked in 1-, 2-, and 3-inch open positions for safe ventilation. An inconspicuous

## SPACE SAVER THE BESSLER DISAPPEARING STAIRWAY



Makes the upper story a valuable asset to the home without using space in the room below. When not in use it slides into the ceiling and out of the way.

It sells houses faster. Home owners appreciate this useful added space. Alert contractors are using the Bessler Disappearing Stairway.

Easily assembled and installed.

Made in seven models.

Write today for literature.

THE BESSLER DISAPPEARING STAIRWAY CO.  
1900 E. Market St. Akron 5, Ohio

for POULTRY HOUSES, STORM DOORS & WINDOWS

You're always right  
with  
**R-V-LITE**  
ALL-PURPOSE  
WINDOW MATERIALS



Whatever you sell, whatever the season, your dependable profit-line is R-V-LITE. More and more farm and home owners are installing this transparent material in sun porch enclosures, storm doors and windows, brooder and laying houses and barns.

Profitable R-V-LITE sales 12 months a year!

SCORES OF  
USES ABOUT  
FARM & HOME  
Poultry & Dairy,  
House Windows •  
Barn, Shed, Attic,  
Basement and  
Garage Windows •  
Partitions • Hot  
and Cold Bed  
Frames • Splash  
and Table Mats.

MAKE YOUR STORE HEADQUARTERS FOR R-V LITE!



### Free ADVERTISING KIT

of sales-tested store displays helps you capitalize on the huge, pre-sold R-V LITE market

Exclusive Manufacturers of R-V LITE  
**ARVEY CORPORATION**

1822 N. ELSTON AVE. CHICAGO 18, ILL.

rib extending the full vertical height of the sliding sash eliminates the plastic knob that formerly opened the window.

The windows are glazed without putty. They can easily be removed for washing.



### 380—Rubberized Paint

Texolite Duraval, a new rubberized paint, is announced by the United States Gypsum Company, 300 West Adams Street, Chicago, Ill.

This paint contains a synthetic latex ingredient combined with special resin chemicals to produce a velvet-like finish. Texolite Duraval requires no primers or sealers over most surfaces. It is easy to clean and dries quickly.

Simple intermixes provide a vast range of colors, in addition to 12 standard and five custom ready-mixed colors.



### 381—Paint Roller

The Evenizer paint roller, made by the Evenizer Division, Products Engineering Company, 39 Main Street, East Orange, N. J., is designed to do a quicker, easier paint job.

The cadmium-plated wire frame, which forms a comfortable handle at one end, holds a soft, firmer, animal

hair disc. This improved disc eliminates shedding of hairs during painting and increases the amount of paint the roller can hold.

The roller can be dipped into a gallon can like a paint brush. It is used with oil, water, or emulsion paints.



### 382—Square Blades

Clark and Sawyer, Inc., 602 Mateo Street, Los Angeles 21, Calif., announces a new type saw blade that is square.

The Squared-Circle blade, operating on a new cutting principle, is said to handle all types of cross-cutting and rip-sawing faster than conventional type circular saw blades. It is actually a square, with a series of

teeth at each corner of the square.

Cooler in operation, it is said to virtually eliminate the problem of burned-out blades or motors.

The manufacturer claims that Squared-Circle blades require less power to operate and that they cut operating costs since they have fewer teeth to set and sharpen.

The blade is made in all standard size and shape arbors. Free literature is available.



### 383—Anti-Heat Glass

The Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio, now makes a new heat-absorbing glass. It has the same glare-reducing properties as a previously-introduced glass but has greater resistance to thermal shocks.

The new glass is said to have a reduced coefficient of expansion and will not absorb as much radiant energy. Plate-glass made in 1/4-inch thickness has a transmittance of 76.5 to 79 per cent of average daylight but permits only 42 to 50 per cent of the sun's radiation to pass. It can be used as the outer glazing for double-glazed picture windows in homes.

The glass has a pale bluish-green color. It is heat-treated to make it up to five times as strong as conventional plate-glass.



### 384—Bending Mirror

The Miroflex Products Company, Inc., 878 Broadway, New York, N. Y., announces Miroflex, a new decorative material that is said to adhere to any surface, flat or curved.

Miroflex is actually a sheet of small exact multiples of cut mirror, affixed to a cloth backing by a patented process. It gives a mirrored surface to home bars, playrooms, signs, theater lobbies, furniture, store displays.

Miroflex is made in a variety of cuts and colored mirror combinations.



### 385—Convertible Heaters

The United States Radiator Corporation, 300 Buhl Building, Detroit, Mich., recently announced three new models of automatic heating units that burn either coal, gas, or oil, to protect home-owners against fuel shortages.


These new boilers can easily and economically be converted from one fuel to another. They feature fuel-saving fins to cut heating expenses. They are easily installed in new or old homes.



### 386—Insulating Siding

The Globe Siding Products Company, Whiting, Ind., recently introduced ThermoWall, a new insulating siding of the overlap type. The graining and 10 3/8-inch exposure gives the siding a genuine clapboard appearance.

Completely saturated shiplap pre-



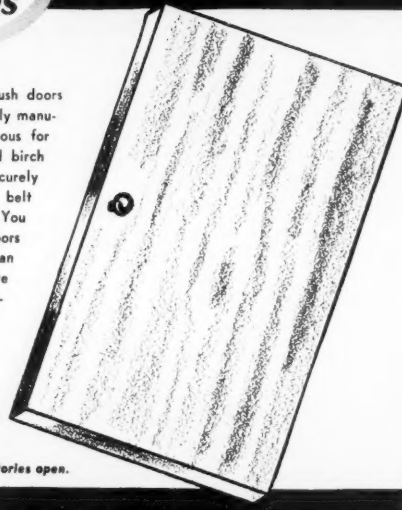
*Famous for Quality*

Fuller interior and exterior flush doors are well engineered and soundly manufactured, meriting their "Famous for Quality" reputation. Gum and birch multiply face veneers are securely bonded with urea resin glue, belt sanded and hand finished. You can stock and sell these doors with confidence — they mean repeat orders for you. Write for prices and deliver schedules today.

**SPECIFICATIONS**

Solid and Hollow Cores 1 3/8" and 1 3/4" Thickness. Two lock blocks. Oversize 2" stiles and 2 3/4" rails. Frames equalized.

*We have some distributing territories open.*



**The T. C. FULLER PLYWOOD CO., Inc.**

★ LAUREL, MISSISSIPPI ★

vents shrinkage and damage from handling and moisture penetration. The asphalt is baked instead of dried in the "thermobaked" core, to assure longer life.

The siding is made in French gray, birch white, cedar blend, Congo brown, and forest green.



### 387—Carved Doors

Carved raised-panel doors are being offered by the Raynor Manufacturing Company, Dixon, Ill.

Made from 1-inch-thick stock, the "blanks" for the panels consist of strips 2 to 4 inches wide, glued together by a new electric bonding process. The design is then applied to the blanks by a precision routing machine for exact uniformity.

A wide variety of standard panel designs can be worked into one of many different patterns. Individual raised panels are also available to be worked into shutters and house doors to match the garage doors.

### 388—Vertical Blinds

Window Charm, a new product of Youngstown Industries, Inc., 710 South State Street, Girard, Ohio, is a window blind of vertical slats made of special cloth that can be cleaned in soap and water.

Made in 25 colors, Window Charm blinds can take the place of curtains and drapes. They cost slightly more than most venetian blinds.

To enter this sales field, dealers need only a sales kit consisting of one working model, 25 color samples, a set of 11 photographs, instruction book, price lists, and advertising material. The kit is offered for \$15.

### 389—Packaged Heating

The Indoor Climate Engineers, 1495 Warrensville Center Road, Cleveland, Ohio, now packages components of warm-air heating systems with full engineering and installation instructions and guarantees results with a performance bond. Dealerships for this plan are available in certain territories.

This "Packaged Comfort" plan utilizes equipment from three well-known manufacturers' lines. The package includes either gas or oil furnace unit, all piping and ducts, necessary registers, and fittings and wiring.

A complete unit is said to cost

about half what an average installation of the equipment would cost. It is suitable for new or remodeled homes.

### 390—Translucent Panels

The Resolite Corporation, Zelienople, Pa., has started production of Resolite translucent structural panels of polyester resins, reinforced with Fiberglas mat.

The sheets are made in six colors. They are made in flat sheets and in all standard roofing sheet corrugation sizes.

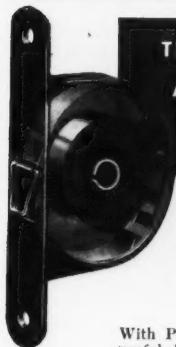
Resolite is shatterproof and can be worked with ordinary tools. It is effectively used for partitioning, skylighting, porch and patio covering, lighting panels, and as a decorative touch in many ways.

### 391—Color System

A new method of achieving custom paint colors—called the Over-Awl Color-ette Tinting System—is announced by the G. J. Liebich Company, 931 North Ogden Avenue, Chicago 22, Ill.

Dealers stock only two bases in flat, two in semi-gloss, and two in gloss. Eighteen tinting colors provide 210 shades.

To arrive at a color, the operator cuts the bottom of the transparent



**THE ECONOMICAL  
ANSWER TO BUILDERS'  
WINDOW PROBLEMS**

**Sash balances for double-hung windows . . . Schools, hospitals and industrial, commercial, residential construction.**

With Pullman Sash Balances builders can use prefabricated windows made without allowance for weight boxes or special type-balances. Installation is quick. On-the-job carpentry work a minimum. Thus labor costs are low. Offer prefabricated windows with genuine Pullman Balances — or install Pullman Balances in stock frames in your own shop.

#### THE ONLY BALANCE WITH A LIFETIME GUARANTEE

Guaranteed against imperfect workmanship or materials for the lifetime of the building in which they are installed.

**WRITE FOR LITERATURE**



**PULLMAN MANUFACTURING CORPORATION**  
ROCHESTER 21, N. Y., U. S. A.



**THE QUALITY  
PACKAGED  
ATTIC FAN**

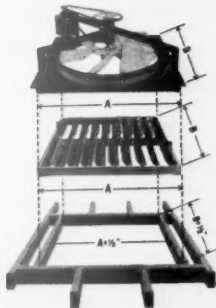
The quality leader in the fan field—year in and year out! REED attic fans are designed with the contractor in mind. Four stock sizes to fit every need . . .

**Model RVU-24:**  
Measurement A—32"  
Measurement B—32"

**Model RVU-30:**  
Measurement A—36"  
Measurement B—36"

**Model RVU-36:**  
Measurement A—42"  
Measurement B—42"

**Model RVU-42:**  
Measurement A—48"  
Measurement B—48"



**Reed UNIT-FANS, INC.**

1001 St. Charles St., New Orleans 8, La.





plio-film plastic container of the tinting color, drops the Color-ette into the paint, closes the lid across the tab, withdraws the Color-ette from between the lid and the can, and the color is expelled into the paint. Ten seconds on the shaker is said to result in complete mixing.



### NLMA Names Pignolet as Technical Director

The Metal Lath Manufacturers Association has appointed Victor G. Pignolet as technical director as part of a new program of expanded research activities.

Due to the critical steel shortage, the testing schedule for fireproofing of structural steel framing in buildings with metal lath, gypsum plaster, and new vermiculite and perlite aggregates has been stepped up. The research program also will include development of new fire-

resistive partition assemblies to increase space savings and construction economies.

Pignolet, a 31-year-old war veteran, is a structural engineering graduate of Fenn College in Cleveland, Ohio, and has had five years experience in building construction.

## DEALER NEWS

(From page 60)

2. Keep it up. Unless you are concerned with a short-term emergency, the best results come from reaching the public frequently and regularly. Usually, it is much better to run 10 small newspaper advertisements than to run one larger one, because you need the benefit of repetition. It also is much better to run a number of short radio commercials than to pay for one long message, because the public is not inclined to listen to long messages on the radio.

3. Change your copy frequently. Although repetition is the basis of all learning and education, usually your message will win greater attention and interest if you vary it from time to time.

4. Avoid waste of money by making sure the medium you are using will really reach the people most worth reaching.

5. Appeal to the reader's interest, not your own. The public won't get

too excited about the fact that public housing will hurt your business or your industry. But they will become concerned when you show how it will affect their tax rates or their own personal interests.

**THE TWO MAJOR** markets for publicity are your local newspapers and your radio stations. To have the best chance of being published in news columns or broadcast over the air, your publicity must meet certain tests:

1. It must be either important or interesting

2. It must either be timely or else have real historical interest

3. It must come from a dependable source

4. All essential facts must be clear and accurate

A partial list of ideas which have resulted in good Public Relations publicity in the past are printed on page 60. The individual dealer can add to the list as new developments occur.

Merely getting your name mentioned in the paper doesn't help much in improving Public Relations. *But getting your name or your company's name mentioned in a constructive way is worth a great deal.*

Newspapers and radio stations are discriminating. While some occasionally will go out of the way to give a good advertiser a break, most editors insist that publicity stand on its own merits.

### The SLIDE-A-FOLD Disappearing Attic Stairway LOW COST—FAST SELLING



- A good, practical, economical unit sold only through building supply dealers.
- Carton packed—low freight rate.

#### NO NEED TO CARRY VARIOUS SIZES!

The Standard Slide-A-Fold fits all ceiling heights of 9'2" and less.

WRITE TODAY FOR FULL DEALER INFORMATION ON AMERICA'S MOST POPULAR DISAPPEARING ATTIC STAIRWAY.

**CRAIG WOOD-PRODUCTS COMPANY**  
BRENNAN ROAD COLUMBUS, GEORGIA

When You Write to  
Advertisers in  
This Magazine  
**TELL THEM**  
You Read About It in  
**SOUTHERN BUILDING SUPPLIES**



## SELL SISALATION FOR NEW HOMES and REMODELING

There's profit for you in SISALATION Reflective Insulation because it offers combined insulation and vapor-barrier. In areas where single-wall construction is practical, SISALATION is ideal, because it serves also as a wind and dust barrier. Fine, too, for finishing attics and remodeling.



Write for samples  
and sales aids

**THE SISKRAFT CO. • Dept. SB10 • 205 W. Wacker Drive • Chicago 6, Ill.**



## TRAINS 'EM TO SELL *Ethically*

(From page 48)

policies that have made their firm widely known for quality and service.

Although the company last year remodeled its store and front with modern fixtures, signs, and equipment, it makes a point of keeping an atmosphere of simplicity and welcome for all classes and conditions of customers. And Jordan stresses like treatment and consideration of all by his personnel. Says he:

"Anyone who is too important or too falsely proud to extend human courtesy to the lowliest customer has no place in our organization—and will not have one should this become apparent."

He explains that "this phase of our policy has been the principal reason that has brought the company through three wars and five depressions. When the big flashy buyer runs for cover, the little man will keep us eating—if he wants to. And it's up to you to see that he does."

The Jordan employee training manual consists largely of condensed information about the nature, application, and use of the major lines the firm sells. These include roofing and siding, builders hardware and related items, carpentry tools, a full line of West Coast and Southern lumber, stock millwork, the six major types of wallboard, and paints.

Employees are urged to sell customers what they need and can afford, rather than what they think they want. Jordan points out that "many of our customers are entirely unfamiliar with building, with its methods, costs, and the pitfalls for the uninitiated. They have learned to depend on what we tell them and this is a responsibility that rests heavily on the shoulders of every salesman."

"Many widows, churches, institutions, and others who are poorly informed deal with us exclusively because of the confidence they have in our integrity. This is par-

ticularly true of the many Negroes whom we sell and who only too often are victims of sharp practices elsewhere."

This dealer implores his personnel to "beware the temptation to hide behind technicalities and half-truths."

The Jordan course takes up the steps involved in getting customers, making sales, deliveries, and completing the transaction through collections. Accuracy and completeness in filling in sales tickets is emphasized because "all in all there are 12 people who have to work on the sales ticket you write, not counting the truck drivers and loaders. None of them knows what's on your mind or in the customer's mind—all they have to go by is what you write and how."

New sales employees at Jordan's are put through 12 months of training to qualify them for rendering the service that has made this firm progress so solidly. For three months the trainee works in "operations" under the guidance of Manager Robert Haynes. This includes loading, unloading, and grading lumber and other warehoused materials.

Next, the trainee works as a

*Best Buys  
in Building Supplies*

CARLOAD & WAREHOUSE SHIPMENTS

Direct West Coast Mill Representatives for

**DOUGLAS FIR  
WHITE PINE  
REDWOOD**

CALL or WIRE TODAY — Direct Teletype Service  
To West Coast on Rush Orders!

*Barney Stewart*  
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## PREMOLDED CALKING



**for corrugated  
sheet metal  
roofing, siding**

Calk as you erect! Fabco Corrugated Calking Strips are the labor-saving shortcut to weathertight corrugated construction. Premolded to fit all standard sheet corrugations, of compositions of rubber or asphalt, the calking strips are quickly and easily installed as sheets are laid. They form a durable seal at all openings where sheet corrugations meet flat surfaces such as flashings at ridge, gutter, corner and curbing and around doors and windows. They also seal around the shank of the fastener.

Placed between aluminum sheets and structural steel members, they insulate against galvanic corrosion. The strips can be cut, punched or drilled with ordinary tools. Supplied also for calking along a single corrugation or at required diagonals for roof hip or gable sealing.


For full information and diagrams of typical corrugated construction assemblies, write for Bulletin 501 — TODAY!

**FABRICATED PRODUCTS COMPANY**  
**WEST NEWTON, PA.**

**You Sell More**

*Room for Living!*

**when you sell EZ-WAY FOLDING STAIRWAYS**



Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and storerooms . . . the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

**EZ-WAY SALES, Inc.**

BOX 390, DEPT. X ST. PAUL PARK, MINNEAPOLIS



Send for our quotation on all your railing and column work. It pays! Send sketches or ask for our suggested designs.

**CINCINNATI IRON FENCE CO.**

INCORPORATED

2118 FLORENCE AVE., CIN. 6, O.

Designers-Crafters  
of Ornamental Ironwork,  
Fencing and Gates.

helper in the planing mill and shop for three months.

Then back goes the trainee to the yard to relate his new "production" knowledge to the overall operation for three months.

For at least six months of his year's training, the new employee spends one day a week collecting. This gets him acquainted with the firm's wide variety of customers and helps him to better see their problems and expectations of the Taylor Lumber Company.

The last three months of training are spent in the sales office and store. For two months E. J. McRae, assistant sales manager, acquaints the new employee with all sales procedures, estimating, cost accounting, and related matters. The last month is usually spent in the store, following sales and inventory records, keeping up the stock, and doing some selling.

**Vice-President Ford** emphasizes that the firm never attempts to train an employee "in the art of selling." The entire 12 months of training is spent teaching the trainee everything possible about the company's history, policies, and procedures, and the products the employee is to sell.

"Of course," Ford admits, "we try to select someone who is sales-minded at the start. And we usually know within four months if we have the right man."

The Jordan Lumber Company obtains applicants through reliable Memphis employment agencies to which Ford sends a letter that enumerates the types of jobs, the nature of the work, working hours, pay scale, security benefits, working conditions, and the availability of on-the-job training under the GI Bill of Rights.

Incidentally, the Jordan Lumber Company finds a perpetual inven-

## Air Replaces Sand In New Concrete Mix

A new lightweight concrete that substitutes air bubbles for sand has been developed by the National Bureau of Standards.

R. C. Valore, Jr., and W. C. Green, of the bureau, did the research for this "air-gravel concrete" after the U. S. Bureau of Plant Industry, Soils, and Agricultural Engineering requested a material particularly adaptable to farm buildings.

The new concrete is described as unusually workable, light in weight, and a better insulator against heat or cold.

tory so valuable in business control that one man devotes his time to posting this record from sale tickets and shipment invoices. Everything sold by Jordan is inventoried except small hardware items that are stocked in the store on island display fixtures.

The Jordan training course stresses a positive policy in regard to competition. It points out that "every experienced salesman knows that when he tries to run down a competitor, he lowers himself in the eyes of his customer. It is well to keep informed of your competitors' prices and practices so that you are prepared to demonstrate the advantages you have to offer. But never make a derogatory remark. . . .

"Generally speaking, prosperous and healthy competitors are good for our business. Let's spend our time building up the Jordan Lumber Company—not in riding the fellow around the corner!"

Jordan is noted in Memphis for its "one price policy." Each and every person gets the material for

Member S. P. I. B.

**SOUTHERN PINE LUMBER**

**WORD BRAND OAK FLOORING** — **WORD BRAND**

Member N. H. L. A. RED CEDAR CLOSET LINING

Siding  
Finish  
Ad Dimensions  
KD Pine Flooring  
YELLOW POPLAR

**W. J. WORD LUMBER CO.**

Phone 327 — SCOTTSBORO — ALABAMA

**Now!** A New  
**SLIDING DOOR UNIT**  
by **Huttig**



**SAVES FLOOR SPACE**  
**NEW SILENT OPERATION**  
**ELIMINATES SWINGING DOORS**

with **3-OUTSTANDING FEATURES**

1. Solid brass, ball bearing, special **DOOR HANGERS**, operating on aluminum track, permit height adjustment without removing door.
2. Exclusive **STABILIZING FIXTURE**, operating in bottom door rail, prevents rattles and assure easy, silent sliding.
3. Slotted **ESCUTCHEON PLATE** at bottom closing edge of door interlocks with **RUBBER DOOR GUIDE** on closing jamb. Assures rigidly closed door and prevents door edges from striking stops.

SEE YOUR LUMBER DEALER

**HUTTIG SASH & DOOR CO., ST. LOUIS, MO.**

Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. • Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va. • Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door Co., Memphis, Tenn.



WHATEVER your 1951 floor work—modernization, industrial plants, defense and low-cost housing, residences, schools, military construction—Northern Hard Maple stands ready to serve to everyone's satisfaction: **MFMA First Grade** for "high style"—**Second** for utility and appearance—**Third** for utmost value with economy. Combinations, too—**Second-and-Better**, **Third-and-Better**. For **MFMA Grading Rules** and technical data, write today to **MAPLE FLOORING MANUFACTURERS ASSOCIATION**, Suite 356, Pure Oil Building, Chicago 1, Illinois.

**FLOOR WITH NORTHERN HARD MAPLE**  
BEECH AND BIRCH

Here's  
Your  
Scraper



"10-second  
blade change"

This is a splendid sales feature. Demonstrate to your customers how quickly and easily the blade drops out by giving the knurled nut a slight turn.

Demonstrate also how a standard blade can be off-set for scraping close to a vertical surface. Your customers will appreciate the practical features. They will also appreciate the special **FLETCHER Blades** . . . the extra long blades, and the serrated blade for removing paint or varnish and for roughing a surface.

Perhaps they don't know **FLETCHER Wood Scrapers** are made in five models and range in size from 1" to 2½" (blades up to 3"). And if they want a real craftsman's tool they will buy the No. 300 all metal wood scraper. There is a **FLETCHER** model to fit every job.

Ask your jobber about the **FLETCHER** assortments that give you a small but complete stock of all models, and also a bonus in profit. You have a choice of two assortments.

#### ATTRACTIVE DISPLAYS

like the above are included with assortments. They help you sell more merchandise.



#### SELL BLADE BOOKS

and keep customers coming back regularly



**FLETCHER Scraper Blades** are packaged in blade books for easy handling, easy storage and easy sales. Packaged two to four blades per book depending on the blade size.

**THE FLETCHER-TERRY CO.**  
565 SOUTH STREET • FORESTVILLE, CONN.

the same price, regardless of what "competitive prices" may be brought up by the customer.

Each customer also can enjoy like discounts on quantity purchases—and no variation therefrom. Material orders for \$200 or more entitle the buyer to a discount of 5 per cent. Orders for \$1,000 or more get a discount of 10 per cent. For churches and other social institutions, such discounts are 5 per cent greater in either case.

All charge accounts may be discounted the usual 2 per cent if paid 10th prox.

New sales personnel are employed on a base salary. From then on they increase their income through bonuses on their sales volume.

After three months of continuous service, each employee is provided a \$1,500 group life insurance policy, together with hospital and surgical benefits, on a contributory basis. One week's sick leave is given each year, cumulatively. The employee has one week's paid vacation after one year of employment, and two weeks' paid vacation every year after two years' service with Jordan.

All salespeople are urged to sell customers treated lumber when it is to touch the earth or be exposed to moisture with poor or good ventilation. Jordan not only sells a substantial volume of treated lumber to builders and contractors, but also to other retail lumber dealers who like the convenience of this Jordan service.

All pine timbers, dimension, and boards for ground contact are treated with wood preservative for 60 gallons retention per 1,000 board feet. The treating cost is \$50.00 a thousand less the regular Jordan quantity discounts. Recognized retail dealers are given a discount of 20 per cent off this and

## Atlanta Oak Flooring Opens in Chattanooga

The Atlanta Oak Flooring Company has opened a new branch warehouse in Chattanooga, Tenn., to serve customers better in Tennessee, northern Alabama, Georgia, and eastern South Carolina.

This third branch warehouse of this manufacturing and wholesaling firm is located at 426 West 23rd Street in Chattanooga.

Other AOF branches are operated in Jacksonville, Fla., and

Charlotte, N. C. A branch office is maintained in Portland, Ore. The flooring mills and main warehouses are in Atlanta, Ga.

From the new Chattanooga warehouse, the Atlanta Oak Flooring Company will provide prompt delivery of hardwood flooring, many species of quality hardwoods, West Coast lumber and plywood, stained shakes and shingles, and other products.

## Steel Kitchen Makers Launch Association

The Steel Kitchen Cabinet Manufacturers Association, Inc., was organized at an industry meeting at the Cleveland Hotel, Cleveland, Ohio, on September 12.

The new organization, which has no connection with the Steel Kitchen Cabinet Institute, will conduct recognized association activities of benefit to the governmental departments in an emergency, to the purchasers of the industry's products, and to those in the steel kitchen cabinet industry.

the graduated prices of timbers, dimension, and boards for limited moisture exposure. These prices vary from \$5.00 MBM for beveled siding to \$16 MBM for all common AD pine dimension.

The president of the Jordan Lumber Company, Herbert P. Jordan, is president of the Lumbermen's Golf Association of Memphis this year. In 1949 he won the President's Cup for low gross in the annual tourney at the Chickasha Country Club. He also is active in the Chamber of Commerce, Rotary Club, St. Johns Episcopal Church.

The officers are M. M. Miller, Miller Metal Products, Inc., Baltimore, Md., president; F. F. Duggan, American Central Division, Avco Manufacturing Corporation, Connersville, Ind., vice-president, and Arthur J. Tuscany, Cleveland association management counselor executive secretary and treasurer.

## WEL-BILT FOLD-A-WAY STAIRWAY



SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

Manufactured by  
**THE WEL-BILT PRODUCTS COMPANY**

P. O. Box #95  
Memphis, Tennessee

## LUMBER — CABINET SHOP — BUILDING SUPPLY DEALERS

HARDWARE & SPECIALTY CO.

**Welb**

YOUR DISTRIBUTOR FOR

Heatilator Fireplace Units  
Bennett Ireland Dampers  
Truscon Steel Windows  
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Tel-O-Post  
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Decorite Metal Moulding  
Amerock Cabinet Hardware

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CHARLOTTE, N. CAR.

## FACTORY REPRESENTATIVE WANTED

Large building materials manufacturer needs three men to take over partially developed South-eastern territories with headquarters in Atlanta, Ga., Richmond, Va., and North Carolina. Automobile furnished, expense allowance, salary, bonus compensation and retirement plan. Prefer men with experience in lumber yard, wholesale house or factory sales. Box No. 25, SOUTHERN BUILDING SUPPLIES, Atlanta 5, Georgia.



## In the COAL SCUTTLE

**ALL SHIPMENTS** of soft coal and anthracite have been placed under allocation and export control by the U. S. Department of Commerce, effective November 1. The objective is to insure that friendly nations obtain essential supplies.

**PAUL M. NAUMAN**, of Dubuque, Iowa, is the new president of the American Retail Coal Association. He was elected at the 16th annual convention in Chicago—"the world's largest bituminous market"—last month. Robert W. Bidlack, of Indianapolis, Ind., is the new first vice-president, with B. E. Youngquist, of Rockford, Ill., in the third spot. New directors include these Southerners: W. T. Galloway, Huntsville, Ala.; Ralph A. Botsford, Kansas City, Mo.; Alvin Bryant, Chattanooga, Tenn.; Paul E. Conrades, St. Louis, Mo.; Ralph Fix, Jennings, Mo.; J. Arthur Eagle, Charlotte, N. C.; Harold W. Harris, Jr., Roanoke, Va., and Kline E. Harris, Spartanburg, S. C.

**COAL** Heating Service of St. Louis, Mo., recently sponsored a meeting aimed at improving standards of delivery. The supervisors met to see the CHS soundslide film, "Let's Look at Deliveries," and discussed problems.

**THE ST. BERNARD** Coal Company in Nashville, Tenn., now uses the "cycle system" in handling charge accounts. Instead of sending all bills on the first of the month, accounts are arranged alphabetically and billed in rotation so that the entire charge account list is covered in the 30-day period.

## TIED BY HOBBY

(From page 58)

were in New York with the Lambs," she relates. "Mrs. Lamb and I decided we would cure those men of wearing such noisy ties. So we went shopping for ties.

"After looking around a lot, we picked the most hideous, most atrocious pattern we could find and bought two of it. We just knew they wouldn't have the nerve to wear those ties. We thought we might show them, in this way, how to come to their senses.

"Well, we went back to the hotel and gave our men those ties and do you know what? They thought those ties were beautiful, put them on then and there and thanked us in all seriousness. So we just gave up."

On the occasion of this interview, when "Windy" was talked into telling all for **SOUTHERN BUILDING SUPPLIES**, he protested that he didn't think his addiction to trumpeting neckwear was much of a hobby. He agreed it was more of a habit, and probably a bad one.

"Don't be like that," scolded Mrs. Oldham. "You actually feel better since you began wearing those things."

So "Windy" consented to go upstairs and bring back a substantial sampling, with which he posed. He admitted, somewhat modestly, that he has "quite a few more." It was obvious that his collection is extensive, for Mrs. Oldham pointed out that he didn't bring certain stinkeroos.

After the picture taking, "Windy" insisted that this chronicler select and take along two ties. "Windy" gave away those two with what appeared to be some relief. Perhaps he considered them much too mild!

They rest, at present, in the dark bottom of a drawer. Some day, when we feel reckless, we will bring them out and show them to the wife.

## "Ualco windows available in every BINSWANGER STORE"



**Ualco** Aluminum Windows are one of many quality items available through Binswanger Stores.

**Ualco** has been handled by Binswanger since the product became available, as with all fine quality merchandise.

FOUNDED 1872  
**BINSWANGER & Co.**  
INCORPORATED

Roanoke,  
Virginia

Danville,  
Virginia

Greensboro,  
North Carolina

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South Carolina

Macon,  
Georgia

## ANCO Bag Trucks Pay For Themselves

### EXCLUSIVE...

Only in an ANCO bag truck can you get the exclusive NOSE-PLATE wheels. Rolls under pallets with ease and cuts handling costs as much as one-half, and more.



**SAVES  
UP TO  
50% IN  
TIME &  
LABOR**

**WHEN IT'S CEMENT  
HANDLIN' TIME—  
IT'S TIME FOR  
ANCO BAG TRUCKS  
—of course.**



### ANTHONY TRUCK CO.

Paducah, Ky.

Please give us full information about the ANCO Pellet Trucks that do twice the work with half the effort.

Firm.....

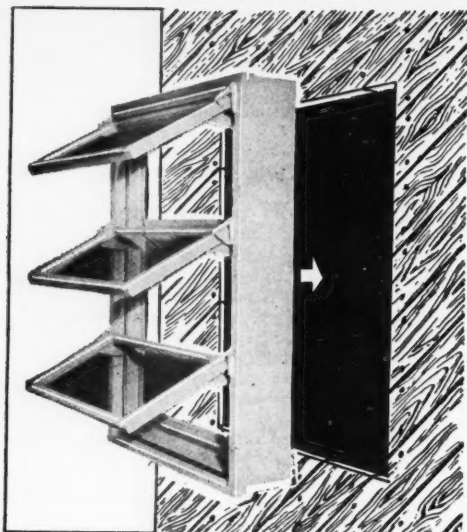
Address.....

City.....

State.....

By.....





## GOT AN OPENING FOR A *Super Salesman?*

Maybe you never thought a window could sell a house. But just install Gate City Awning Windows in a sample house and watch curiosity develop into desire for possession through the irresistible selling power of their advantages:—

- Distinctive architectural design.
- Feather-light worm-and-gear operation by a small handle.
- Draft-free, safe ventilation in all weather.
- No danger of rain damage.
- Natural air circulation promoted by tilt of sash.
- Easy, safe indoor cleaning.
- Child safety.
- Indoor screens and storm sash—no rainstreaks on exterior walls.

Gate City Awning Windows may be just the "plus" to stamp your homes as the best buy in your locality. Their cost is low enough for your smallest home.

Write for full information, sizes, prices, etc. Gate City Sash & Door Co., Dept. B, Fort Lauderdale, Florida.

AWNING WINDOWS BY  
**Gate City**

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**MYER-LEE  
DISAPPEARING STAIRWAYS**  
A NEW EASY WAY TO YOUR ATTIC

USE YOUR ATTIC  
FOR EXTRA ROOM

**EASY HANDLING —  
FAST SELLING —**

Myer-Lee folding stairway comes all-in-one package easy for dealers to handle and easy for builders to install in 30 minutes after wall is made! Complete and simple installation instructions furnished for you — and your customers.

SHIPPING WT. 85 LBS.  
APPROVED BY F.H.A.  
PATENT NO. 2506380

**YOUR BUILDER-OWNER CUSTOMERS**

are you looking for the foldaway space-saving stairway for economical installation in the big new home building and remodeling program? With "space" at a premium in all building and remodeling jobs today — this disappearing stairway holds many uses and many sales for you! Transforms attics into extra bedrooms, dens, storage space and other uses. FOLD-AWAY stairway disappears completely into attic, leaving only line finished panel lying horizontally in the ceiling.

**WRITE FOR COMPLETE DEALER INFORMATION.**

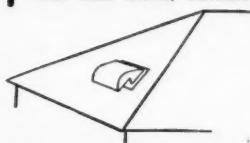
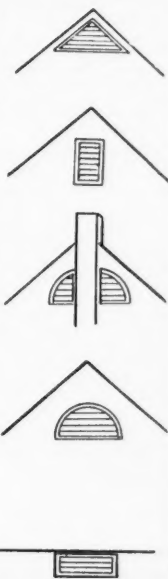
**FOLD-AWAY STAIRWAY COMPANY, INC.**  
813 SEABOARD STREET PORTSMOUTH, VA.

## Represent a COMPLETE ATTIC VENTILATOR LINE

Different home building operations call for different types of ventilation, so why should a dealer tie himself to a single type. The Donley Line gives you six types, all strongly fabricated and screened against insects, all easily installed.

- 1—The Tri-Vent, least conspicuous, draws warm air from top of attic space. Four shapes fit many roof pitches.
- 2—The staple, quick selling, rectangular ventilator. Economical and easy to apply.
- 3—Quarter round ventilators, furnished in pairs to be installed where chimney divides gable end.
- 4—Half round ventilator, imparts distinction to colonial type of home.
- 5—Horizontal rectangular ventilator. Often employed under eaves, where floor arrangement permits. Used for angle spaces back of partitions.
- 6—Roof ventilator, for sloping surfaces, baffled to exclude wind swept rain or snow.

**The Donley Brothers Company**  
13905 Miles Avenue, Cleveland 5, Ohio



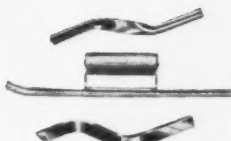
## GOLDBLATT MASON TOOLS

Give **YOU**

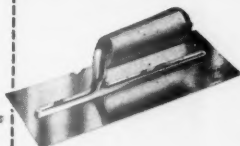
**QUICKER TURNOVER  
MORE PROFITS  
REPEAT CUSTOMERS**

Give Your Customers

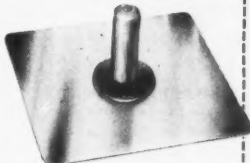
**FINEST QUALITY  
GREATER VALUE  
LONGER WEAR**



**BRICKLAYERS' AND  
STONE MASONS' JOINTERS**



**PLASTERING  
TROWEL**



**PLASTERERS'  
HAWK**



**BRICK  
TROWEL**



**SIDEWALK  
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LEVEL**

**ATTRACTIVE  
DEALER DISCOUNTS**

Goldblatt sells direct to dealers, is therefore able to offer especially attractive dealer discounts.

**Send TODAY for  
FREE  
ILLUSTRATED  
CATALOG**

Write for your free copy of Goldblatt's illustrated catalog describing the largest and most complete line of masonry tools and supplies.

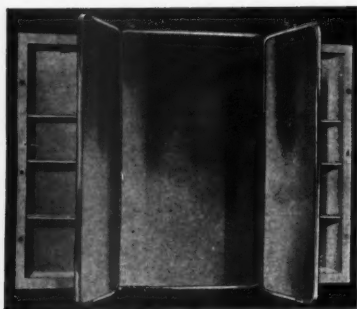
**Goldblatt Tool Company**

1926 Walnut Street  
KANSAS CITY 8, MISSOURI



FIRST CHOICE OF THE TRADE FOR 66 YEARS

## "Vanity" Cabinet

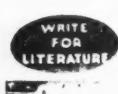


### Just the Thing for Bathrooms and Powder Rooms

This modern-style cabinet is not only selling by the thousands for bathrooms and powder rooms in new homes but is also fast replacing old-style cabinets in homes that are being modernized.

With a 16" x 26" center mirror and two swinging mirrors, which serve also as doors for the right and left-hand cabinets, it is 36 inches in width and provides twice the storage space of the average bathroom cabinet.

Finished in high-gloss, baked enamel. Copper-backed mirrors with stainless steel rim. Adjustable glass shelves. Piano hinges—and other features which make it an exceptional value in a LOW-PRICED CABINET.



#### 18 Models

• Write for descriptive literature on our complete line of bathroom cabinets.

### Ideal Cabinet Corporation

Division of Deslauriers  
Column Mould Co., Inc.

7722 JOY ROAD DETROIT 4, MICH.



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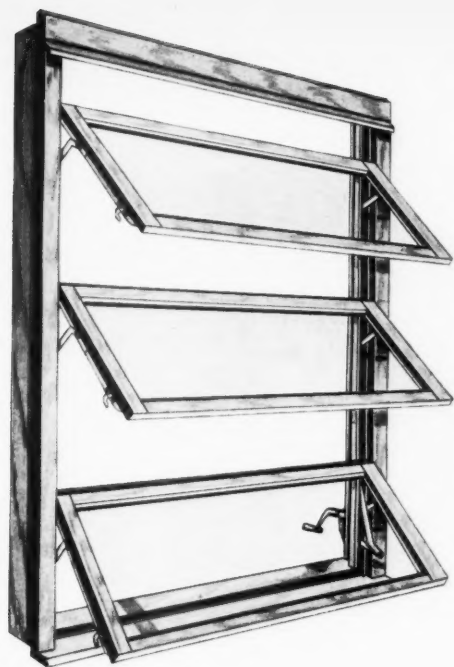
Van Packer Corp.	13
Vento Steel Prod. Corp.	90
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Vital Products	39

### W

Wallace Mfg. Co.	78 and 77
W. Bilt Prod. Co.	104
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Wickwire Bros., Inc.	85
Wood Conversion Company	32
Wood Window Program	*
Word Lumber Co., W. J.	102

### Z

Zonolite Co.	*
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## Open this **WINDOW**

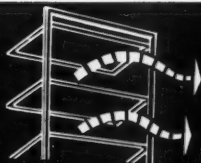


..it'll pay you in volume  
business because it's

## **THE PERFECT WOOD WINDOW!**

**the  
tightest  
closing  
window  
ever made**

**Open** it for bigger profits...You'll find it easiest to open -- and easiest to sell! Why? Because all the features that make Auto-Lok the perfect window are backed up by vigorous national promotion, sales help by hard-working field representatives, a nation-wide market with prospects unlimited, and a competitive price. It's a window with **sales power** behind it, as well as in it!



**DRAFT-PROOF VENTILATION** is provided by the vent design. Fresh air is in constant circulation, even when it's raining!



**EASY OPERATION** with the unobtrusive operator...Just a few twists of the wrist -- even by a child -- will completely close or open Auto-Lok!



**TEN-TIMES-TIGHTER CLOSURE** than ordinarily provided is afforded by the patented, exclusive locking device that pulls all vents in against the vinyl plastic weatherstripping -- locks them at all four corners!



**OUTSIDE CLEANING FROM THE INSIDE** is possible with the unique vent design. Even the top vent can be easily reached from the inside! No gadgets to disengage.

Yes, and remember, these are but a few of the twenty features why Auto-Lok in wood -- The Perfect Window -- sells faster to mark up new profit and volume highs for progressive suppliers...For full particulars and interesting pamphlet

**"WHAT IS IMPORTANT IN A WINDOW?"**

Write Dept. SO-10.

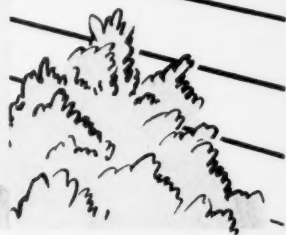
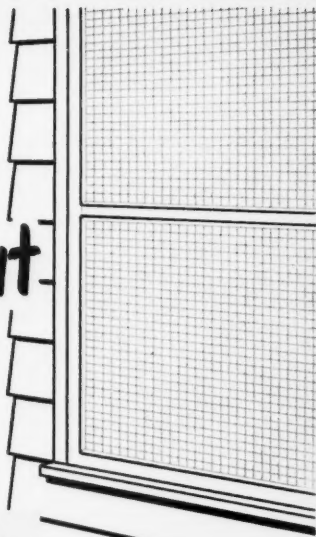
**Auto-Lok**  
PATENTED  
**WOOD  
WINDOWS**  
SEALED LIKE A REFRIGERATOR

**LUDMAN**  
Corporation

BOX 4541 • MIAMI, FLORIDA

# "Carefree is my big story about LUMITE"

says **MR. S. M. PARKER**, PRESIDENT  
of The Home Builders Lumber Company  
Inc., Charleston, S. C.



"Most people think screens are a darned nuisance!—something they have to put up and take down every year . . . and keep painting and repairing.

"But when I explain how LUMITE is different, I almost always make the sale!

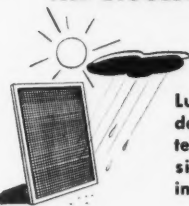
"I tell my customers LUMITE is carefree—it does its job without asking attention. They don't have to paint it . . . they don't have to take it down in Winter . . . they don't have to worry about it rusting or staining.

"In fact, I've done so well with the LUMITE story, I've stopped carrying all other kinds of screen cloth!"

to sell more—tell  
**THE BIGGEST STORY IN SCREENING!**

## **RUSTPROOF!**

Lumite screen cloth can't rot, mildew or corrode! Never needs protective painting! Won't stain sills or sidewalls! Stronger, longer-lasting! Ideal for every exterior use!



**Backed by the biggest  
advertising campaign  
in screen cloth history!**

\*Registered trade-mark



# LUMITE\*

**SARAN SCREEN CLOTH**

**LUMITE DIVISION • Chicopee Mfg. Corp. of Georgia • 40 Worth Street, New York 13, N. Y.**